CANADIAN THESES ON MICROFICHE

I.S.B.N.

THESES CANADIENNES SUR MICROFICHE

National Library of Canada
Collections Development Branch

Canadian Theses on
Microfiche Service

Ottawa, Canada
K1A 0N4

Bibliothèque nationale du Canada
Direction du développement des collections

Service des thèses canadiennes
sur microfiche

NOTICE

The quality of this microfiche is heavily dependent upon the quality of the original thesis submitted for microfilming. Every effort has been made to ensure the highest quality of reproduction possible.

If pages are missing, contact the university which granted the degree.

Some pages may have indistinct print especially if the original pages were typed with a poor typewriter ribbon or if the university sent us a poor photocopy.

Previously copyrighted materials (journal articles, published tests, etc.) are not filmed.

Reproduction in full or in part of this film is governed by the Canadian Copyright Act, R.S.C. 1970, c. C-30. Please read the authorization forms which accompany this thesis.

THIS DISSERTATION
HAS BEEN MICROFILMED
EXACTLY AS RECEIVED

AVIS

La qualité de cette microfiche dépend grandement de la qualité de la thèse soumise au microfilmage. Nous avons tout fait pour assurer une qualité supérieure de reproduction.

S'il manque des pages, veuillez communiquer avec l'université qui a conféré le grade.

La qualité d'impression de certaines pages peut laisser à désirer, surtout si les pages originales ont été dactylographiées à l'aide d'un ruban usé ou si l'université nous a fait parvenir une photocopie de mauvaise qualité.

Les documents qui font déjà l'objet d'un droit d'auteur (articles de revue, examens publiés, etc.) ne sont pas microfilmés.

La reproduction, même partielle, de ce microfilm est soumise à la Loi canadienne sur le droit d'auteur, SRC 1970, c. C-30. Veuillez prendre connaissance des formules d'autorisation qui accompagnent cette thèse.

LA THÈSE A ÉTÉ
MICROFILMÉE TELLE QUE
NOUS L'AVONS REÇUE

NL-339 (r. 82/08)

Canada

0-315-08933-4

National Library of Canada | Bibliothèque nationale du Canada

44 Canadian Theses Division | Division des thèses canadiennes

Ottawa, Canada
K1A 0N4

56850

PERMISSION TO MICROFILM — AUTORISATION DE MICROFILMER

• Please print or type — Écrire en lettres moulées ou dactylographier

Full Name of Author — Nom complet de l'auteur

BERTHA SOLVEIG EGGERTSON

Date of Birth — Date de naissance	Country of Birth — Lieu de naissance
SEPT. 17, 1928	CANADA

Permanent Address — Résidence fixe

RR#2
LOUSANA ALBERTA TOM 1KO

Title of Thesis — Titre de la thèse

ASSESSMENT of CONSUMER ORIENTATIONS IN CLOTHING ACQUISITION.

University — Université

U of A

Degree for which thesis was presented — Grade pour lequel cette thèse fut présentée

MASTER of SCIENCE

Year this degree conferred — Année d'obtention de ce grade	Name of Supervisor — Nom du directeur de thèse
1982	DR. A. KERNAHEGHEN

Permission is hereby granted to the NATIONAL LIBRARY OF CANADA to microfilm this thesis and to lend or sell copies of the film.

The author reserves other publication rights, and neither the thesis nor extensive extracts from it may be printed or otherwise reproduced without the author's written permission.

L'autorisation est, par la présente, accordée à la BIBLIOTHÈQUE NATIONALE DU CANADA de microfilmer cette thèse et de prêter ou de vendre des exemplaires du film.

L'auteur se réserve les autres droits de publication; ni la thèse ni de longs extraits de celle-ci ne doivent être imprimés ou autrement reproduits sans l'autorisation écrite de l'auteur.

Date	Signature
April 26, 1982	Bertha Eggertson

NL-91 (4/77)

THE UNIVERSITY OF ALBERTA

ASSESSMENT OF CONSUMER ORIENTATIONS IN CLOTHING ACQUISITION

by

© BERTHA EGGERTSON

A THESIS

SUBMITTED TO THE FACULTY OF GRADUATE STUDIES AND RESEARCH

IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE

OF MASTER OF SCIENCE

in

CLOTHING AND TEXTILES

FACULTY OF HOME ECONOMICS

EDMONTON, ALBERTA

SPRING, 1982

THE UNIVERSITY OF ALBERTA

RELEASE FORM

NAME OF AUTHOR Bertha Eggertson

TITLE OF THESIS Assessment of Consumer Orientation in Clothing Acquisition.

DEGREE FOR WHICH THESIS WAS PRESENTED Master of Science

YEAR THIS DEGREE GRANTED 1982

Permission is hereby granted to THE UNIVERSITY OF ALBERTA LIBRARY to reproduce single copies of this thesis and to lend or sell such copies for private, scholarly or scientific research purposes only.

The author reserves other publication rights, and neither the thesis nor extensive abstracts from it may be printed or otherwise reproduced without the author's written permission.

(Signed) .....

PERMANENT ADDRESS:

R.R. #2

Lousana, Alberta

TOM 1KO

DATED April 16, 1982

THE UNIVERSITY OF ALBERTA

FACULTY OF GRADUATE STUDIES AND RESEARCH

The undersigned certify that they have read, and recommend to the Faculty of Graduate Studies and Research, for acceptance, a thesis entitled Assessment of Consumer Orientations in Clothing Acquisition submitted by Bertha Eggertson in partial fulfilment of the requirements for the degree of Master of Science in Clothing and Textiles.

.....

Supervisor

.....

.....

Date April 16, 1982

ABSTRACT

Assessment of Consumer Orientations

in

Clothing Acquisition

by

Bertha Eggertson, Master of Science

University of Alberta, 1982

Professor: Dr. Anne P. Kernaleguen

Faculty of Home Economics

Department: Clothing and Textiles

The purpose of this research was to obtain information concerning consumer behavior in relationship to clothing acquisition. Results of the study will be used in conjunction with other research, information, and identified trends for the planning and development of future clothing and textiles programs for the Home Economics Branch, Alberta Agriculture.

A replication of a descriptive survey, conducted in Indiana, related to clothing attitudes, interests, and priorities was undertaken. The questionnaire focused on consumers' orientations toward fashionability, social appropriateness, and economic factors in the acquisition of clothing.

The random sample used in the study consisted of 80 women ranging in age from 18 to over 65, representing farm, part-time farm, rural non-farm, and town residents. The questionnaire was mailed to 210 households in the Innisfail district with a 44 percent adjusted response rate.

The findings indicated that all respondents were concerned with the

economic aspects of clothing. Generally, they were not fashion opinion leaders or fashion innovators but did express interest in knowing current fashion trends. The respondents felt clothing was important for social acceptance.

A comparison of farm and non-farm rural consumers indicated similar clothing orientations for the two groups but differed on one factor in clothing decisions. The results suggest place of residence had had little influence on rural consumers' clothing orientations.

Generally, consumer orientations in clothing acquisition in the present study were found to be similar to those expressed in the Indiana study. Slightly higher scores, however, were acquired in the latter study to statements related to fashion innovativeness, fashion interest, and fashion opinion leadership. These differences may be attributed to the inclusion of urban consumers in the Indiana survey.

ACKNOWLEDGEMENTS

The author wishes to express sincere gratitude to Dr. Anne Kernaleguen, major professor, for her guidance and encouragement throughout the study. Special thanks are also directed to the other members of the thesis committee, Dr. Betty Crown, Department of Clothing and Textiles and Dr. Wayne Lamble, Faculty of Extension, for their valuable comments and suggestions.

Appreciation is expressed to Alberta Agriculture and staff for their support. Special thanks to Mary Mah for typing the manuscript. The co-operation of the subjects who participated in the study is gratefully recognized.

Gratitude is expressed to the author's family for their encouragement and understanding throughout the graduate program.

TABLE OF CONTENTS

Chapter		Page
I	INTRODUCTION	1
	Statement of Purpose	2
	Justification	3
	Objective	4
	Hypotheses	4
	Definition of Terms	5
	Limitations of the Study	8
II	REVIEW OF LITERATURE	9
	Consumer Behavior	9
	Attitudes and Values	10
	General Values and Clothing Values	11
	Consumer Orientations Toward Fashion, Social Acceptance, and Economics	12
	Fashion Interest	12
	Social Acceptance	17
	Economic Aspects of Clothing Acquisition	19
	Lifestyle	23
	Consumer Information	25
III	METHODS AND PROCEDURES	28
	Framework For Assessment	28
	Selection of the Sample	29
	Description of the Instrument	30
	Analysis of Data	32
IV	FINDINGS	33
	Analysis of the Survey Response	33

Chapter Page

Demographic Analysis 34

Analysis of Consumers' Clothing Orientation . . . 34

Fashion Innovativeness 37

Fashion Interest 37

Fashion Opinion Leadership 40

Individuality in Dress 40

Conformity in Dress 43

Clothing Economics 43

Acquisition of Clothing 46

Comparison Factors in Clothing Decision . . 48

Lifestyle Activities 48

Consumer Information 51

Sources of Information Used by Consumers . . 51

Types of Consumer Information 53

Selected Criteria in Clothing Purchasing Decisions 55

Clothing Experiences 55

Problems with Clothing Purchased 57

Fashion Interest of Innisfail Women 57

Clothing Acquisition 57

Comparison of Clothing Orientation for Farm and Non-Farm Consumers 60

Fashion Innovativeness 62

Fashion Interest 62

Fashion Opinion Leadership 62

Individuality in Dress 66

Conformity in Dress 66

Chapter		Page
	Clothing Economics	66
	Acquisition of Clothing	70
	Comparison Factors in Clothing Decision . .	70
	Other Significant Relationships Between Variables	73
	Acceptance-Rejection of the Hypotheses	74
V	INTERPRETATION	76
VI	SUMMARY AND RECOMMENDATIONS	80
	Recommendations	81
	BIBLIOGRAPHY	83
	APPENDIX	90

LIST OF TABLES

Table	Description	Page
1	Demographic Analysis	35
2	Fashion Innovativeness	38
3	Fashion Interest	39
4	Opinion Leadership	41
5	Individuality	42
6	Clothing Conformity	44
7	Clothing Economics	45
8	Acquisition of Clothing	47
9	Comparison Factors in Clothing Decision	49
10	Lifestyle Activities	50
11	Consumers' Use of Fashion Communication	52
12	Importance of Types of Consumer Information	54
13	Importance of Selected Criteria	56
14	Problems with Clothing Purchased	58
15	Fashion Interest of Innisfail Women	58
16	Acquisition of Clothing (Purchasing and Sewing)	59
17	Reasons for Sewing Clothes	61
	Comparison Between Farm and Non-Farm	
18	Fashion Innovativeness	63
19	Fashion Interest	64
20	Opinion Leadership	65
21	Individuality	67

List of Tables con't

Table	Description	Page
22	Clothing Conformity	68
23	Clothing Economics	69
24	Acquisition of Clothing (Purchasing and Sewing)	71
25	Comparison Factors in Clothing Decision	72

CHAPTER I

INTRODUCTION

The consumer of today is faced with increased complexity and a wide variety of goods in the marketplace. The decision process in the acquisition and use of these goods is involved and influenced by a multitude of interacting factors.

> In recent years the marketplace, through technological developments and global pressures, has become increasingly complex. Consumers live in an environment in which changes in the economic system, patterns of work and new life styles require a high level of consumer competence, understanding and action. The changing conditions of American life have implications for consumer education. (Monsma and Bannister, 1979, p. 41)

Through the study of consumer behavior, researchers have gained an insight into the decision process. Many have developed conceptual frameworks to explain and improve predictability of future consumer action.

Understanding why consumers make particular decisions is basic to consumer education program planning. Information which might assist in predicting consumer choices and aid the consumer in making wise choices in the purchase of goods is required and has resulted in motivational research and speculation.

Consumers' needs and preferences vary so that the use of an economic theory for interpreting consumer decisions has limitations according to some economists. Consumers usually do not derive maximum satisfaction from goods when only economic factors are considered. Researchers have indicated that psychological factors, such as motives and attitudes,

as well as the social interaction of individuals affect behavior pattern (Kassarjian and Robertson, 1973).

Clothing researchers recognize the importance of the psychological and social along with the physical and economic aspects in clothing acquisition. By studying consumer needs, values, attitudes, interests, and priorities in clothing consumption the educator is better able to help individuals make clothing choices which will yield maximum satisfaction.

The purpose of this research was to obtain information concerning clothing decisions in clothing acquisition. The resulting data will be used in conjunction with other research, information, and identified trends for the planning and development of clothing and textiles programs for the Home Economics Branch, Alberta Agriculture. By identifying behavior patterns the program planner is in a better position to provide leadership and educational opportunities to assist the consumer to meet the challenge of the marketplace.

Statement of the Problem

Consumers need assistance in acquiring knowledge and skill development to meet physical, psychological, and social needs within their financial means. With the present economic condition, there is an increase in consumer demand for assistance in planning, selection, construction, and care of family apparel.

Before effective consumer programming can take place the educator must identify specific needs and interests of the consumer. Often the needs are diverse and difficult to identify. Apps (1980) suggested it is relatively easy for adult educators to design programs that appear to respond to what people want. "It is much more of a challenge to go

beyond the wants of people and deal with inner needs -- needs that some people have not even recognized in themselves (p. 30)."

Justification

Determining needs and interests of the adult learner is fundamental for effective program planning. In examining a specific group or situation an attempt is made to define relevant learning needs and to identify how these needs can be met. The assessment is more than a scientific information-gathering procedure (Monette, 1979).

> Generally, need assessment is concerned with learning needs. Labelling a need as educational implies that it is capable of being satisfied by means of a learning experience which can provide appropriate knowledge, skills or attitudes. (p. 119)

Scotney (1978) indicated adult educators "have found that the most effective programs of adult education are those in which the needs and related interests of the adult learner are identified and considered in developing appropriate programs" (p. 78).

Monsma and Bannister (1979) suggested consumer educators should identify special groups and plan programs to meet their specific needs.

> To meet the diverse needs of the consumer population, the generalized consumer education concepts should be modified or expanded as appropriate to various circumstances. Such groups as senior citizens, low income consumers, and women in transition, among many others, have special needs which must be identified and addressed. In many cases, this means that consumer educators must go beyond the traditional classroom setting to understand the needs which exist in the community. Not only must the core concepts be adopted to acknowledge these groups, but materials and

programs must be developed to meet their specific needs. (pp. 8-9)

Sproles (1977) indicated that information obtained from the study of clothing attitudes, interests, and priorities "can be used by consumer educators, extension agents, and retailers to understand consumer decision-making in different segments of the market, and to design informational programs focused on consumers' needs and preference" (p. 1).

Once needs are determined "these needs become the oriented point for preparing meaningful offerings" (Kotler, 1975, p. 124). More attractive and relevant programs can be offered to potential clients through a needs assessment approach.

Objective of the Research

The objective of this research was to conduct a survey to obtain descriptive information concerning consumer attitudes, interests, and priorities in clothing acquisition. Specific objectives were to:

1. develop a descriptive profile of consumer orientations in clothing acquisition in one rural district in Alberta.
2. summarize information on lifestyle activities; sources and kinds of clothing information used; and purchasing criteria and experiences in clothing acquisition.
3. compare orientations to clothing acquisition of farm and non-farm rural consumers.
4. explore relationships among the variables studied.

Hypotheses

In relation to objective three, the following hypotheses were stated in the null form.

Null Hypothesis 1

There is no significant difference between farm and non-farm rural consumers in fashion innovativeness.

Null Hypothesis 2

There is no significant difference between farm and non-farm rural consumers in fashion interest.

Null Hypothesis 3

There is no significant difference between farm and non-farm rural consumers in fashion opinion leadership.

Null Hypothesis 4

There is no significant different between farm and non-farm rural consumers in individuality in dress.

Null Hypothesis 5

There is no significant difference between farm and non-farm rural consumers in conformity in dress.

Null Hypothesis 6

There is no significant difference between farm and non-farm rural consumers in economics of dress.

Null Hypothesis 7

There is no significant difference between farm and non-farm rural consumers in the acquisition of clothing.

Null Hypothesis 8

There is no significant difference between farm and non-farm rural consumers in comparative factors in clothing acquisition.

Definition of Terms

Fashion. A fashion is a way of behaving that is temporarily adopted by a discernible proportion of members of a social group because

> that chosen behavior is perceived to be socially appropriate for the time and situation. (Sproles, 1979, p. 5)

For the purposes of this research, the term fashion is used only in reference to clothing and its accessories.

Clothing Fashion. A clothing fashion is a style of dress that is

> temporarily adopted by a discernible proportion of members of a social group because that chosen style is perceived to be socially appropriate for the time and situation. (Sproles, 1979, p. 5)

Fashion Innovativeness. Fashion innovation is defined "as a style or design perceived as new by an individual" (Sproles, 1979, p. 10). Fashion innovativeness is operationally defined as the ratings obtained on the 3 items related to interest in buying and wearing the newest styles in General Clothing Interests (Questionnaire - Section 1).

Fashion Interest. The appeal, concern or intrigue with fashion represents fashion interest. This is operationally defined as the ratings obtained on the 4 items related to clothing and fashion interest in General Clothing Interests (Questionnaire - Section 1).

Fashion Opinion Leadership. The influence of an individual on friend's clothing choices indicates fashion opinion leadership. This is operationally defined as the ratings obtained on the 3 categorized fashion opinion leadership items in General Clothing Interests (Questionnaire - Section 1).

Individuality. The distinction between clothing behavior of individuals often represents individuality. This is operationally defined as the ratings obtained on the 3 items related to behavior differences in General Clothing Interests (Questionnaire - Section 1).

Conformity in Dress. Operationally defined, conformity in dress is the ratings obtained on the 3 items related to conformity or social

appropriateness in dress in General Clothing Interests (Section I).

Economics in Dress. Concerns with the cost of clothing indicate economics in dress. This is operationally defined as the ratings obtained on the 4 items related to cost of clothing in General Clothing Interests (Questionnaire - Section I).

Acquisition of Clothing. Shopping for clothes, buying from catalogues, and sewing represent different means of acquiring clothing. This is operationally defined as the ratings obtained on 7 items related to clothing acquisition in General Clothing Interests (Questionnaire - Section I).

Comparative Factors. Style, comfort, quality, and price represent factors considered when purchasing clothing. Operationally defined, comparative factors are the ratings obtained on 5 items related to criteria for selection of clothing in General Clothing Interests (Questionnaire - Section I).

Activities. This variable is operationally defined as the ratings indicating the relative involvement in a variety of lifestyle activities, represented by 24 items in Your Activities (Questionnaire - Section II).

Sources of Clothing Information. Mass media, personal sources, retailers, and consumer educators provide clothing information to consumers. Operationally defined, sources of clothing information refer to the ratings obtained on 21 listed sources in Source of Information (Questionnaire - Section III).

Kinds of Clothing Information. Styling, product features, planning and selection, and sewing represent a variety of types of information available to consumers. Operationally defined, types of clothing information refer to the ratings obtained on 23 statements concerning information in Kinds of Clothing Information (Questionnaire - Section IV).

Selected Criteria. Styling, product features, marketing, and shopping factors all influence decisions when purchasing clothing. Operationally defined, selected criteria refers to the indicated ratings on 15 factors listed in Purchasing a Clothing Item (Questionnaire - Section V).

Clothing Experiences. The purchasing and sewing of clothing, problems encountered with clothing purchases, and fashion interest are related to experiences in acquiring clothing. Operationally defined, clothing experiences refer to the responses to 7 multi-response scales in Clothing Experiences (Questionnaire - Section VI).

Farm Consumers. Operationally defined, farm consumers refer to respondents who reside on a farm, including full and part-time operations.

Non-Farm Rural Consumers. Operationally defined, non-farm rural consumers refer to respondents who reside in town and on non-farm rural locations.

Limitations of the Survey

This research was limited in the following manner:

1. Telephone books provide up-to-date listings but have the inherent bias of not including unlisted residents or residents without phones.

2. Street addresses as listed in the directory, were used in addressing questionnaires for Innisfail residents, instead of box numbers. This resulted in a high rate of undelivered questionnaires.

3. The sample represented rural consumers only with no representation from urban areas.

4. The sample size was small and limited analysis.

CHAPTER II

REVIEW OF LITERATURE

Studies concerned with consumer behavior in the decision process have been extensive. A review of relevant literature with emphasis on clothing acquisition was undertaken and is organized into the following four sections: Consumer Behavior; Consumer Orientations Toward Fashion, Social Acceptance, and Economics; Lifestyle; and Consumer Information.

Consumer Behavior

Consumer behavior is primarily based on the behavioral sciences and according to Kassarjian and Robertson (1973) "is the study of human behavior in the consumer role" (p. xii). Engel, Kollat, and Blackwell (1978) elaborated and defined consumer behavior as "the act of individuals directly involved in obtaining and using economic goods and services, including the decision processes that procede and determine these acts" (p. 3). The postpurchase phenomena as well as the prepurchase activity is an important aspect of the process (Markin, 1974).

Research into the complex field of consumer behavior has steadily increased. A number of models have been formulated which provide some insight into understanding and predicting behavior, however there is no simple or complete theory that is generally accepted.

The consumer is often studied as a psychological entity, within a social and sociocultural environment. Values, attitudes, interests, opinions, experiences, and needs influence his behavior and actions as a consumer (Kassarjian and Robertson, 1973).

Attitudes and Values

The importance of attitudes in relation to behavior continues to be investigated in an attempt to further understand and predict behavior. To Rokeach (1963) attitudes is a confusing concept. He defined attitudes as a " ... relatively enduring organization of beliefs around an object or situation predisposing one to respond in some preferential manner" (p. 111).

Markin (1974) suggested that attitudes are an important variable in behavior patterns of consumers. Some research supports the theory that knowledge of attitudes can be used to predict behavior.

Contrary to Markin's belief, Fishbein (1972) contended that individuals tend to bring their attitudes into line with behavior rather than behavior being a function of attitude. Other variables are related and should be considered when predicting behavior. Some evidence indicated behavior is influenced by normative, motivational, situational, and personality variables. Fishbein (1972) concluded that an individual's behavior in a given situation is a function of:

1. his attitude toward performing the behavior in the situation,
2. his perception of the norms governing that behavior in the situation, and
3. his motivation to comply with those norms. (p. 213)

Values, like attitudes, are fundamental to the individual's cognitive structure and behavior. Researchers Allport, Vernon, and Lindzey (1960) conducted extensive work in the area of values, based on Spranger's (1928) six types of men, and concluded that six basic values (aesthetic, economic, political, religious, social, and theoretical) influence human activity.

Kohlmann (1962) suggested "A system of values is an integrated structure of needs, attitudes, and interests within the personality which motivates or restricts behavior" (p. 822).

General Values and Clothing Values

Lapitsky (1961) and Creekmore (1963) studied clothing values and behavior in relation to the general values identified by Allport, Vernon, and Lindzey (1960). Lapitsky developed a clothing value measure to investigate underlying motives in clothing choices. Aesthetic, economic, political, and social values were considered important as major determinants of attitudes and behavior in relation to clothing choices and usage.

Creekmore (1963) contributed substantially to the clothing value research by relating specific clothing behavior to value orientations and specific needs. The findings partially confirmed the relationship between the following general clothing behaviors and specific values:

Clothing Behavior	Value Rated High
Management of clothing	Economic
Experimenting in clothing	Exploratory
Status symbol	Political
Appearance	Aesthetic
Conformity	Social
Fashion	Political
Modesty	Religious

More recent research has been conducted to further identify clothing behavior patterns in relation to basic values. A Clothing Value Scale refined by Theberge and Witter (1975) based on an Inferred Values of Clothing Inventory by Kernaleguen (1971) associated the following seven

basic values to clothing behavior pattern.

Self-expression: communicating individuality through clothing.

Aesthetic: seeking beauty in clothing.

Economics: seeking maximization of resources through clothing.

Psychological comfort: seeking well being of mind through clothing.

Social acceptance: seeking membership in specific groups through clothing.

Physical comfort: seeking well being of the body through clothing.

Social leadership: seeking recognition from others through clothing.

The influence of values on clothing behavior is not always evident as values often conflict and a compromise is necessary.

Consumer behavior is a complex field of study involving multiple levels of analysis. Research continues in an attempt to identify the importance of attitudes and values in relation to behavior patterns.

Consumer Orientations Toward Fashion, Social Acceptance, and Economics

Researchers have found that the attitudes most often associated with clothing behavior relate to "(1) a desire to conform, (2) a desire for self-expression, (3) a desire for aesthetic satisfaction, (4) prestige value, (5) the desire for social participation, (6) physical comfort, and (7) economy" (Horn, 1975, p. 94). The decision process is based on the relative importance of each factor.

For the purpose of this research consumer orientations will focus on fashion interest, social acceptance, and economics.

Fashion Interest

Many theories have been offered to explain the motivation for

covering and adorning the human body. From a review of earlier literature, Roach and Eicher (1965) proposed that the function of clothing falls into two categories: the expressive function involving the emotional and communicative aspects of dress; and the instrumental function involving the rational use of dress in goal-directed behavior. Both functions may be exhibited simultaneously.

Protection, modesty, and self-adornment tend to be the functions for clothing often cited in literature. Several scholars, including Flugel (1930), regarded self-adornment as the primary motive for wearing clothing.

Interest in self-adornment is universal and cultures throughout history have exhibited some form of adornment (Roach and Eicher, 1973). In contemporary society most forms are temporary and changing. "Clothes are added or removed and makeup or hairstyle is changed creating temporary alterations in appearance. Fashion dictates changes in adornment" (Kefgen and Touchie-Specht, 1976, p. 68).

Sproles (1977) emphasized the role of fashion and stated "fashion is one of the most powerful and persuasive influences on consumers' acquisition and use of clothing" (p. 1). According to König (1973) "fashion has today become one of the most important media for the self-expression of the great masses" (p. 225). Fashion affects all people to some extent but individuals differ in the amount of time, energy, and money they are prepared to devote to fashion (Horn, 1975).

Researchers suggest that various factors influence interest in fashion. In early studies Rosencranz (1949) found that younger women indicated greater interest in clothing than older women; those with the smallest income indicated the least interest in clothes; while those living in an urban area had a significantly higher interest in clothes

than those from rural areas. Other factors such as education, membership in organization, marital status, and number of children correlated to a lesser degree with interest in clothing.

Katz and Lazarsfeld (1955) found a significant relationship between a women's age and marital status and degree of interest in fashion. Interest in fashion was highest among young single women; it decreased by one third among married women under 45; and fell sharply among married women over 45.

In a more recent study by Rich and Jain (1968) fashion interest of women belonging to different social classes were compared. Results indicated fashion plays an important role in the lives of all women regardless of class, except for the lower-lower class. The authors noted that the findings did not entirely agree with earlier research which indicated that social class differences influenced interest in fashion.

Further results from the same study showed that women in different stages of the life cycle were not significantly different in fashion interest. Rich and Jain (1968) suggested that recent changes in social and economic circumstances of consumers, such as an increase in discretionary income, leisure time, higher education, and increasing social benefits, have reduced the differences between groups of different social class and lifecycles.

Horn (1975) emphasized the influence of education on fashion and the acceleration of the fashion changes. Education often provides new experiences and tends to increase the desire for a more fashionable appearance.

> Education not only helps to increase earning power, but it extends consumer wants especially into those areas in which fashion plays a part. They become more aware of the choices and the possibilities

that are open to them and more confident of their judgments in making clothing decisions. (p. 104)

Sproles (1977) studied the following demographic factors in relation to interest in fashion:

1. Place of Residence. There appeared to be no major difference between urban and rural women in orientations toward dress. However, it would appear that there is a tendency for urban women to be more fashion conscious.
2. Age Group. Orientations toward dress differed significantly by age. Younger consumers appeared to be more fashion conscious, while older consumers appeared to be more economy and socially conscious in dress. However, younger consumers were more oriented to seeking "sale prices."
3. Education. Higher education consumers were more fashion conscious than those with lower education. Those with lower educational levels appeared to be more economy conscious.
4. Income. Higher income consumers appeared to be much more fashion conscious than those of lower income. Low income consumers were more likely than high income consumers to perceive sewing as a good way to save money. Middle and higher income consumers also appeared to be more socially conscious of their dress than lower income consumers.
5. Employment. Employed women had a slight tendency to appear more fashion and socially conscious in dress than unemployed women.
6. Husband's Occupation. Women whose husbands are in higher status positions appeared to be more fashion conscious than other women, and also to be more concerned with clothing quality than price. (p. 7)

Interest in fashion is influenced by the fashion process and the gradual rise, culmination, and decline in popularity of a given style.

Consumers' interest can be illustrated graphically on a diffusion curve with five adopter categories of fashion innovator, opinion leaders, mass market consumers, late fashion followers, and fashion laggards.

In the Indiana study by Thomas (1975) results indicated the respondents as a group were not fashion innovators or fashion opinion leaders but showed an interest in fashion. In the comparison of rural and urban women no difference was found in fashion interest, however, more urban women perceived themselves as opinion leaders.

Further analysis of the same data by Sproles (1977) revealed approximately 5 percent of the women were highly interested in fashions and kept up with fashion trends. Another 47 percent indicated an interest in fashion trends although they do not attempt to adopt every change.

Sproles (1977) identified the following specific characteristics of the Indiana group high in fashion consciousness:

> These consumers have an extensive range of significant differences from other consumers. They are higher in most spectator, organization, social and exercise oriented activities. They are high seekers of information from nearly all sources, but especially the mass media including major fashion magazines. Informational contents they find more useful than do other consumers include virtually all those dealing with styling and coordination of fashions. They are higher in both sewing and purchasing clothing than other consumers. Demographically they are younger and higher in education, income and social position than others. (p. 8)

Interest in fashion is a widespread phenomena. Consumers rarely become involved in acquiring clothing without some consideration of current fashions. The degree of interest varies, however the influence of demographic factors in relation to fashion appears to be diminishing.

Social Acceptance

Consumer behavior is affected by a range of social relationships. Markin (1974) suggested "we buy goods not only to satisfy ourselves but to satisfy and impress our friends" (p. 182).

> For some people, clothing satisfies the need for creative self-expression. For others, it provides social status and prestige. Still others value the social approval and the feeling of belonging that can be achieved through dress. (Horn, 1975, p. 415)

The social tendency to seek both conformity and individuality is the basis for fashion behavior. Conformity gives the individual an identity and a sense of belonging whereas individuality provides some distinction from others. Simmel (1957) emphasized that these two opposing social tendencies are often in conflict; both, however, are essential to the fashion process.

Riesmen (1950) recognized that American society fostered individual sensitivity and concern for the opinions of others -- "other directedness". The Stanford Research Institute recently suggested that an expected change in the 1980's is toward an increase in the "inner-directed" individual. It is predicted that by 1990 a quarter of the U.S. population (compared to 16 percent now) will be strongly individualistic in their behavior and buying patterns (Morney, 1981).

The need for individuality in dress is greater for women than men. Horn (1975) indicated more freedom is evident in the normative dress patterns established by women. A wide range of choices allows women to achieve a balance between conformity and individuality. Variations in the fabric, color, and design of garments permits an expression of individual taste. The total look, however, conforms to a basic formula that determines silhouette, skirt length and fullness, and position of

the waistline. Seasonal variations occur but fit into a cyclical trend of recurring change with few radical departures.

During certain stages of life, conformity and social acceptance are a more important and necessary part of personal growth. Peer group identification is significant during the adolescent years and a type of socialization in dress is followed. The need for conformity lessens and greater emphasis is usually placed on individuality in dress by adults (Kefgen and Touchie-Specht, 1976).

Research indicated an individual's acceptance by a group is often determined by appropriate dress. Kefgen and Touchie-Specht (1976) suggested people dressing in a similar manner generally approve of each other and are critical of individuals dressing differently. The greater the variation in dress, often the harsher the criticism.

A study of clothing preferences of older people by McFatter (1971) revealed that those who were more socially active expressed more confidence in their dress and were more concerned about the opinions of others in regard to their clothes. The socially active were more likely to observe others, use newspaper and TV ads for information, and were more dependant upon salespersons for advice on clothing.

Research by Thomas (1975) indicated a need for both conformity and individuality in dress for Indiana women. Over 85 percent of the respondents in the study agreed that it was important to wear clothing that was socially appropriate to the occasion, 60 percent expressed a need for individuality, while only 30 percent felt they dressed similarily to their friends.

Sproles (1977) emphasized the importance of social influences on consumer behavior and developed the following profile for consumers scoring high on social consciousness.

Socially Conscious Consumers. Activities of this group are not significantly different from other consumers. Their preferences for informational sources and contents are very similar to those of fashion conscious consumers, which should be expected since both of these groups are very "dress conscious" in general (however, the way the two groups interpret and apply the information is probably different). They are less likely to sew than other consumers, and they are demographically no different than others. (p. 8)

In summary, social relationships affect consumer behavior in clothing acquisition. The opposing need for both conformity and individuality in dress is evident and viewed as an essential part of the process.

Economic Aspects of Clothing Acquisition

A significant part of consumers' behavior is affected by economic conditions. Personal income, the price of goods, as well as the cost of substitute goods and services influence clothing consumption patterns.

The estimated annual clothing and shoes expenditures for 1981 in the U.S. was $502 per person, a $42 increase over 1980. The increase was attributed equally to higher prices and increased buying. Apparel prices, however, have risen at a slower rate than prices for other products. The Consumer Price Index indicated a 5.7 percent price increase in apparel and upkeep in comparison to a 10.6 percent increase for the "all items" category. This trend is expected to continue in 1982 (Courtless, 1981).

Imported textiles and apparel products from low-wage developing countries provide some price advantage to consumers. A continuation of increasing importation as a source of more economical clothing is

being challenged by the industry as high importation of apparel is cited as the major cause for economic hardship experience by the U.S. textile and apparel industries (Dickerson and Barry, 1980). Future trade decisions could be reflected in the purchasing power of the clothing dollar.

Garel (1981) suggested that in a depressed economy consumers often postpone purchasing durable goods, which allows more disposable income for the purchasing of semidurables such as apparel. Unlike previous periods of economic difficulty, consumers have been "trading up" by purchasing better suits and coats. Apparel has been considered among the best buys and high quality clothing styled conservatively is considered a good investment. The continuation of the trend will depend on the performance of and the consumer reaction to the economy according to Garel (1981).

Investment dressing has appeal for todays economy conscious consumer who prefers a wardrobe specifically designed with classic lines. The trend is towards a type of investment dressing adhered to by men that will last for years (Line for Line, 1980). Consumer interest in books such as The Women's Dress For Success Book, Your New Image, and Working Wardrobe reflect an apparent concern for an economical and conservative approach to fashionable dressing.

In a recent survey of clothing preferences of professional women Brandi (1980) found the majority of the women surveyed indicated that they wore classic designed garments. They expressed a desire for clothing that was reasonably priced; fashionable, but classic enough for several seasons; functional and durable; and versatile enough for coordination with other garments to extend the wardrobe.

Kernaleguen (1977) stated "fashion discard is one of the greatest

economic wastes in our society" (p. 2). New styles appear regularily and consumers reject items which are not fashionable. The very nature of the fashion process promotes dicards. Consumers, theoretically, have a choice and may buy only when a replacement is necessary or they may buy to follow fashion trends. The latter behavior is the most frequently exhibited and consumers accept the increased cost of being fashionable for individual and social reasons (Sproles, 1977).

In a study by Bachynski and Blackwell (1976) female college students were interviewed to identify reasons for discards and/or retaining but not wearing their clothing. Responses fell into two categories: 65 percent of the students discarded clothing for physical reasons such as fit, size, color, comfort, care, and durability; 61 percent identified the socio-psychological reasons such as fashion, occasion, and wrong color for retaining but not wearing clothing.

The stigma once attached to secondhand clothing is disappearing according to Courtless (1981). Regardless of income level, increased numbers of consumers are shopping thrift stores for quality garments at bargain prices. A nation wide poll found 29 percent of those surveyed stated they shopped at secondhand stores as much as possible and another 20 percent shopped there occasionally.

Inflation is often viewed as a major inducement to sew. Thomas (1975) found a substantial number (75 percent) of the respondents in the Indiana study indicated sewing was a way to save money. Further study of the same group by Sproles (1977) revealed 100 percent of the sewers indicated sewing saved money.

Recently Homesewing Trade News reported results from a nation-wide survey of homesewers, conducted by "Making It!", and revealed consumers rated sewing "to save money" as second choice at 7.48 on a 10

point system. The survey indicated consumers are motivated to sew for personal satisfaction first and rated "for pleasure" at 8.13. Little difference was noted in sewing behavior between working and non-working women (Consumers Say They Sew For Pleasure, 1981).

At the USDA Agricultural Outlook Conference, Courtless (1981) suggested the knowledgeable consumer in 1982 will have a variety of shopping opportunities with which to make the most of the shrinking clothing dollar. Department store sales, off-priced retailers, secondhand stores, and cable television offers of merchandise at substantial savings can provide some savings. Catalogue shopping can save on transportation costs, time, and personal energy.

Consumers' Research Magazine (1981) indicated an increased trend in catalogue shopping. Some risk, however, is involved because consumers are unable to examine the merchandise. Successful buying by mail depends on the ability of the consumers to read and evaluate advertising.

The consumers surveyed by Thomas (1975) expressed the highest concern for the economic aspects of clothing. Approximately 75 percent reported they watched their clothing expenditures and over 60 percent shopped sales. Sproles (1977) developed the following profiles on consumers scoring high on economic consciousness.

Economy Conscious (Price) Consumers. The unique activity patterns of these consumers indicate they are economy-conscious in general (i.e. they sew, bake, and avoid movies and eating out), though they participate in many other activities on a regular basis. Their unique informational preferences are primarily personal sources (friends, family), though TV ads and sewing columns appear to be important media sources. Their preferences for information contents

emphasize sewing, and they also prefer much information on planning and selection. They are high in sewing and low in purchasing of clothes. Finally, they appear to be young and to have children at home, and they are middle income.

Economy Conscious (Quality-Functional) Consumers. Activity patterns of these consumers are little different from others, as are their preferences for informational sources (however, they show significantly lower interest in watching what other women wear as a source of information). Their preferences for informational contents indicate their strong orientation toward sewing, and other preferences clearly indicate their orientation toward seeking quality products. They also prefer information on prices and sales. They are higher in sewing than other consumers, and have no major demographic differences from others. (p. 8)

More research is needed in clothing economics to determine how clothing is acquired under strained economic conditions. According to Kernaleguen (1977) investigation is required in the following areas: alternate clothing sources, which include used clothing and home sewing; cost comparison of clothing as related to wear; portion of income spent on clothing; and clothing expenditure patterns of consumers of different income levels.

Consumers are concerned with the increased costs involved in acquiring clothing. Some alternate choices are available at the present time and consumers continue to seek effective means of extending their economic resources.

Lifestyle

Factors such as income, occupation, demographic location, social

participation, and leisure time activies affect lifestyle. These same factors also determine consumers' clothing needs and desires, and ultimately affect clothing decisions for an individual.

Consumers are often limited in the choice of goods on the market. The shopping location, type of stores, sections within the store(s) as well as personal preferences and prejudice limit choice. Earlier research by Ryan (1966) indicated these limitations vary with socioeconomic groups, age, and various other community factors.

Troxell and Judelle (1971) suggested consumers have a higher standard of living and more discretionary income then their counterpart one or two generations ago. Women are likely to be employed outside the home, are better educated, have a wide variety of interests, travel, and enjoy more social mobility. Consumers' choices reflect these lifestyle changes.

A gradual elimination of dress differences between adjacent socio-economic groups is evident. Research indicated clothing purchases by city families in the 1940's were twice as great as those purchased by farm families. The characteristic differences between these two groups is disappearing with the adoption of similar tastes and habits (Horn, 1975).

In the study by Thomas (1975) similar clothing attitudes and values in rural, urban, and highly urban population groups were found, with differences related to social atmosphere and availability of greater clothing selection in the urban area. The findings support the contention that rural and urban clothing behavior patterns are more similar than in the past.

Lifestyles establish a type of order in consumption patterns. Individuals recognize that certain clothes and behavior patterns create a certain style while others do not. Clothing choices tend to be narrowed and often become automatic depending on lifestyle.

A change in lifestyle frequently alters clothing purchases. The recent interest in activities such as jogging and racquetball, for example, has increased the purchases of specialized clothing.

Blackwell, as cited by Cocivera (1981), discussed the lifestyle trends in Canada, suggested consumers will continue to improve their standard of living, even with smaller income increases through improved consumer skills. The population will be increasingly educated with more diverse interests and the distinctions between urban and rural values will be erased through mass media.

A key factor in consumer marketing in the future, according to the futurists, will be lifestyle (Morney, 1981). The inevitable social and economic changes experienced by consumers will continue to influence the acquisition of goods.

Consumer Information

Consumers often seek information concerning the characteristics of alternate solutions when considering purchases. The services commonly used can be categorized as mass media, personal, and marketer-dominated.

Whether consumers seek information and the extent of the search depends on the expected cost and value of the search. Factors such as the amount, appropriateness, and ability to recall stored information plus the type and degree of perceived risk involved in the purchase affect the search. Other factors include time, money, discomforts involved in shopping, and the inconvenience of the delayed purchase (Markin, 1974).

The consumer requires information to become aware of and interested in a product as well as to evaluate the product. As consumer goods have become more sophisticated and the marketing process more diverse and

impersonal many segments of the population have difficulty coping effectively with the economic aspects of consumption (Burton and Hennon, 1981).

The "lack of information and/or the inability to use and evaluate information leads to dissatisfaction with goods and services purchased" (Myers, 1977). The consumer needs to be informed about product availability, features, and characteristics in order to gain satisfaction from purchases (Markin, 1974).

The relative importance of information sources varies. Marketer-dominated sources appear to be more important for exposure, whereas personal sources appear to be a more effective source during decision-making (Engel, Kollat, and Blackwell, 1978).

Sproles' (1977) research data indicated Indiana women used a wide range of informational sources with mass media, personal contacts, and the retailing system viewed as the most frequently used. Consumer education was perceived as the least used source.

Further analysis of the study indicated the types of information considered most important were related to product features, wardrobe planning, and product selection. Information on the appropriateness of certain styles was also considered important by a majority of the respondents.

In a recent report on Major Planned Programs, Projects, and Activities (1982), some Alberta Agriculture Regional Home Economists reported an increase in client interest in clothing construction programs. An overall increase in requests for clothing and textile information was also noted by Eggertson (1982) in a recent survey conducted throughout the province.

In assessing delivery methods used for the distribution of informa-

tion by consumer educators Michigan Extension reported clients preferred (in rank order) meetings, television, and newspapers. Day-long events and indepth workshops or a series of classes were preferred by younger respondents, those with more education, and some past experience with Extension. Newsletters received higher preference among respondents with some past exposure to Extension (Andrews, 1980).

Representatives of Canadian consumer and business leaders, educators, and government officials recognize that further research is needed to determine what information consumers want and need and the most effective and economical means of meeting these needs. Many have also indicated that providing information is not enough as consumers need to be motivated for affective use of the information (Cocivera, 1981).

CHAPTER III

METHODS AND PROCEDURES

Included in this section are the framework for assessment, selection of the sample, description of the instrument, and the methods used in the analysis of the data.

Framework For Assessment

Sproles' (1977) work provided the framework on which this study was based. His assessment of consumers' orientation toward dress was based on three fundamental cognitive factors: consumers' orientation toward being in fashion; consumers' orientation toward social appropriateness or conformity to social norms in dress; consumers' orientations toward economy in dress. The eight original orientation measures, used by Thomas (1975), were used for comparative purposes.

Sproles (1977) suggested interest in fashion and fashion leadership is universal and can, under varying circumstance, come from all segments of the population. The need for individuality and the need for conformity in dress behavior is influenced by social factors, with some individuals more concerned with conformity than others.

Although consumers often strive for "maximum utility" when purchasing items, fashion tends to intervene in economic decision. Many consumers accept the increased cost of being fashionable for personal and social reasons.

The cognitive approach in studying orientations related to dress involves analyzing awareness, knowledgeability, self-perceived innovativeness, interests, attitudes, and values (Sproles, 1979). "These varied cognitions can determine the styles and degree of fashionability

a person purposefully seeks in dress" (p. 143).

Selection of the Sample

The Innisfail district, located in the southern portion of the Red Deer county, was selected for the survey. The choice was influenced by several factors. The agricultural district was recently formed (December 1980) and the survey provided an opportunity to contact potential clients throughout the district, as well as provide a descriptive profile of consumers for district staff.

Similar to many rural Alberta districts, the sample represented a population involved in a variety of farming, service, and industrial operations and subjected to a changing environment. McNeil and Funk (1981) identified trends toward larger farm units, specialization, off-farm employment and income, hobby farming, acreages, and the continued high growth rate of a trading centre.

Telephone directory listings from adjoining areas served by the District Home Economist at Innisfail were used to obtain the sampling frame for the study. A random starting point was used and listings were treated as a continuous list of households. Business listings were not included in the selection.

Two hundred and ten names were selected at random from the Elnora, Innisfail and Spruce View listings representing approximately 16 percent of the households. Addresses were used as listed in the directories plus the appropriate postal code for each area.

The questionnaire, cover letter, and postage-paid return envelope were mailed "First Class" to the female occupant of each residence. A follow-up letter was mailed 3 weeks later to the entire sample to thank the participants for returning the questionnaire, if such was the case,

and to remind the remainder to respond. The original cover letter and follow-up were individually addressed and signed by the researcher. Both letters included phone numbers of the district home economist and the researcher, for contact should assistance be required.

All questionnaires were returned to the District Home Economist in Innisfail to allow for a further contact with potential clients. Returns were forwarded to the researcher for analysis.

Description of the Instrument

The instrument used was a replication of an eight page mail questionnaire administered state-wide to both urban and rural homemakers in Indiana by Thomas (1975) and further analyzed by Sproles (1977). The questionnaire was designed to measure specific clothing attitudes, interests, and priorities held by consumers in relation to fashion, social appropriateness, and economy of dress based on research conducted in 1974 by Sproles.

In developing the original questionnaire, Cooperative Extension Agents recruited homemaker groups representing a variety of incomes, ages, and family lifestyle. Homemakers involved were not told the discussion would centre on clothing and textiles but that it would be a discussion on current activities, interests and opinions of consumers. Taped informal open discussions were directed at obtaining information on homemakers' activities; attitudes toward housing, food, and clothing with emphasis on clothing economics and fashion; and the sources consumers use to obtain clothing information. Extension agents, specializing in clothing and textiles, were also informally surveyed to identify their opinions concerning consumers' interests and needs for designing consumer-oriented educational programs.

The questionnaire based on previous work, interviews, and research was developed, pretested and revised. The resulting questionnaire included the following categories and items:

1. General Clothing Interest: 31 Likert-scaled items on the respondent's clothing attitudes, interests, and priorities (cognitive orientations toward dress), ranging from "strongly disagree" to "strongly agree".
2. Activities: 24 lifestyle activities on a 5 point anchored scale ranging from "at least once a week" to "rarely or never".
3. Sources of Clothing Information: 21 sources of clothing information on a 5 point "never used" to "always used" scale.
4. Kinds of Clothing Information: 23 types of clothing information measured on a 5 point "never important" to "always important" scale.
5. Purchasing a Clothing Item: 15 criteria for purchasing clothing measured on a 5 point "never important" to "always important" scale.
6. Clothing Experiences: 6 multiple-response scales on the respondent's recent clothing experiences in purchasing and sewing clothes.
7. Family Situation: 9 sociodemographic measures.

Permission was obtained from Sproles to utilize the questionnaire, with modification for this research project. Home Economics Specialists from several disciplines, and the District Home Economist involved in the survey area assessed the appropriateness of the questionnaire. Subsequent changes were made.

A pretest of the altered questionnaire was conducted in the Camrose district, with representatives from both the urban and rural areas. Twelve questionnaires were mailed, with a 100 percent return rate after one follow-up phone call. Further changes were not recommended.

The revised questionnaire included:

1. General Clothing Interest: 31 Likert-scaled items on the respondent's clothing attitudes, interests, and priorities (cognitive orientations toward dress), on a 5 point scale ranging from "strongly disagree" (1) to "strongly agree" (5).
2. Activities: 24 lifestyle activities on a 5 point anchored scale ranging from "at least once a week" to "rarely or never".
3. Sources of Clothing Information: 21 sources of clothing information on a 5 point "never used" to "always used" scale.
4. Kinds of Clothing Information: 23 types of clothing information measured on a 5 point "never important" to "always important" scale.
5. Purchasing a Clothing Item: 15 criteria for purchasing clothing measured on a 5 point "never important" to "always important" scale.
6. Clothing Experience: 7 multiple-response scales on the respondent's recent clothing experiences in purchasing and sewing clothes.
7. Family Situation: 6 sociodemographic measures.

The modified questionnaire was field administered in the Innisfail district with one follow-up letter in August-September, 1981.

Analysis of Data

The data were tabulated for frequency distribution analysis. Analysis of variance was used to test the null hypotheses and relationships among the variables at the .05 and .01 level of significance.

CHAPTER IV

FINDINGS

Analysis of the survey response, demographic information, consumers' clothing orientations, lifestyle activities, sources and kinds of clothing information used, and purchasing criteria and experiences are included in this chapter. A comparison of clothing orientations of farm and non-farm rural consumers, factor analysis of clothing orientations, other significant relationships between variables within the sample, and acceptance-rejection of the null hypotheses are also presented.

A comparison of findings with Thomas' (1975) and Sproles' (1977) research data is included where applicable.

Analysis of the Survey Response

The survey questionnaire was mailed to a random sample of 210 households in the Innisfail district. A total of 80 usable questionnaires were received, with an additional 27 returned incomplete. Of the latter group, 2 were rejected because of insufficient responses; 8 were returned from individuals who indicated a lack of interest, were too old or blind; 15 were not deliverable and were returned by the postal service because of insufficient addresses or because the resident had moved. One hundred and three questionnaires were not returned (no response).

The adjusted return rate was determined by subtracting the number returned that were not complete from the total number of questionnaires mailed and dividing the remainder into the number of completed returns. A return rate of 43.7 percent was obtained.

Demographic Analysis

Demographic analysis of the 80 respondents is presented in Table 1. Included are the frequency and percentage distribution for place of residence, marital status, number of children at home, others in the home, age, education, and employment.

Approximately 36 percent of the sample resided on farms and 64 percent were non-farm rural residence. Of the total group, 89 percent were married.

Over half of the sample had children at home under 18 years of age, ranging from 1 to 4 in number. Only 12 percent had children over 18 years of age at home. Less than 10 percent of the respondents indicated others lived in the home, besides the immediate family.

The sample ranged in age from 18 to over 65 years. The largest group was in the 25-34 age category. Of the total group 44 percent had completed high school and over 30 percent had completed or had some college education.

Thirty six percent of the respondents worked outside the home. According to Statistics Canada (1982) the number employed is low in comparison to a 57 percent employment rate for women in Alberta and a 51 percent employment rate across Canada.

Analysis of Consumers' Clothing Orientations

Tables 2 through 9 present the frequency distribution analysis of the total sample on each of the 31 Likert-scaled clothing interest items (Section I). Statements are grouped into the original eight related sets used by Thomas and the presentation of data is discussed according to these sets.

Table 1 - Demographic Analysis

Characteristics	Frequency	Percentage
Place of Residence		
Farm - full-time farmer	23	28.7
part-time farmer	6	7.5
Non-farm rural	10	12.5
Town	41	51.2
Marital Status		
Married	71	88.7
Single	9	11.2
Number of Children at Home Under 18 years		
0	38	47.5
1	15	18.8
2	17	21.2
3	5	6.3
4	5	6.3
Number of Children at Home Over 18 years		
0	70	87.5
1	9	11.2
2	1	1.2
Others in Home (Not immediate family)		
Yes	6	7.5
No	74	92.5

Table 1 con't.

Characteristics	Frequency	Percentage
Age		
18 - 24	5	6.3
25 - 34	22	27.5
35 - 44	15	18.8
45 - 54	18	22.5
55 - 64	10	12.5
65 - up	10	12.5
Education		
Grammar School	7	8.9
1 - 3 years High School	12	15.2
Completed High School	35	44.3
1 - 3 years College	18	22.8
4 or more years College	7	8.9
Employment		
Employed	29	36.2
Not employed	51	63.7

The consumers in this study tended to score in the middle of the response range to many statements. Higher scores for economic statements and lower scores for fashion innovativeness and opinion leadership items, however, were indicated.

Included in the tables is the corresponding mean for each statement from the Thomas (1975) study, for comparison. Many similarities exist between the two studies.

Fashion Innovativeness

Table 2 shows the data for the three fashion innovativeness statements. The findings indicated there was a low degree of fashion innovativeness in the total sample. The means for the statements ranged from 2.063 to 2.625.

The respondents registered a moderate interest in the statements "I usually have one or more outfits of the very latest style" and "I keep my wardrobe up-to-date with the current fashion." The lowest mean was for the statement "I usually wear the new clothing fashion before my friends and neighbors do", indicating a tendency to adopt a fashion after it was established.

Thomas (1975) found a slightly higher degree of fashion innovativeness amongst Indiana women, than that found in the present study. The means ranged from 2.368 to 3.238.

Fashion Interest

Table 3 presents fashion interest statements with means ranging from 2.100 to 4.075.

Table 2

Frequency Count Analysis
Fashion Innovativeness

	Strongly Disagree	Disagree	In-Between	Agree	Strongly Agree	Mean
I usually have one or more outfits of the very latest style.						
Number	13	21	30	15	1	2.625
Relative Frequency	16.2	26.2	37.5	18.8	1.2%	3.238*
I keep my wardrobe up-to-date with the current fashion.						
Number	10	25	34	9	2	2.600
Relative Frequency	12.5	31.3	42.5	11.2	2.5%	2.899*
I usually wear the new clothing fashions before my friends and neighbors do.						
Number	21	36	20	3	0	2.063
Relative Frequency	26.2	45.0	25.0	3.7	0.0%	2.368*

* Thomas (1975)

Table 3

Frequency Count Analysis
Fashion Interest

	Strongly Disagree	Disagree	In-Between	Agree	Strongly Agree	Mean
It is important to be well-dressed.						
Number	0	1	12	47	20	4.075
Relative Frequency	0.0	1.2	15.0	58.7	25.0%	4.024*
I am very well informed about current clothing and fashion trends.						
Number	4	23	36	13	4	2.875
Relative Frequency	5.0	28.7	45.0	16.2	5.0%	3.176*
I usually notice what other people wear.						
Number	0	5	17	37	21	3.925
Relative Frequency	0.0	6.3	21.2	46.2	26.2%	4.030*
I spend a lot of time shopping for clothing.						
Number	19	42	13	4	2	2.100
Relative Frequency	23.7	52.5	16.2	5.0	2.5%	2.512*

* Thomas (1975)

The respondents indicated an interest in fashion and consider appropriate dress important. The mean of the two statements "It is important to be well-dressed" and "I usually notice what other people wear" was 4.075 and 3.925 respectively.

The majority of the sample was "In-Between" on being informed about current clothing and fashion trends. In general, women disagree that they spent a lot of time shopping for clothing.

Responses to the fashion interest statements were similar in Thomas' (1975) study. The means ranged from 2.512 to 4.030.

Fashion Opinion Leadership

Table 4 shows the means for fashion opinion leadership statements ranged from 2.050 to 2.675. These results correspond to the 2.063 to 2.625 range of means for fashion innovativeness.

Over 70 percent indicated they did not influence the clothing choices of their friends. Forty-four percent, however, felt friends occassionally asked for advice concerning what to wear. Discussion on current fashions with friend was of moderate importance.

Thomas (1975) indicated corresponding results in fashion innovativeness and opinion leadership. The means for both sets of statements were slightly higher in the study conducted by Thomas.

Individuality in Dress

Table 5, with means ranging from 2.912 to 3.367, represents interest in individuality.

Over 50 percent of the women felt it was important to express their individuality in clothing. Many agreed, however, that people were too concerned about dress.

Table 4

Frequency Count Analysis
Opinion Leadership

	Strongly Disagree	Disagree	In-between	Agree	Strongly Agree	Mean
Friends often ask my advice on what to wear.						
Number	8	24	35	12	1	2.675
Relative Frequency	10.0	30.0	43.8	15.0	1.2%	2.966*
I often influence my friends' clothing choices.						
Number	24	33	18	5	0	2.050
Relative Frequency	30.0	41.2	22.5	6.3	0.0%	2.436*
I frequently talk with my friends about current fashion.						
Number	13	25	26	13	3	2.600
Relative Frequency	16.2	31.3	32.5	16.2	3.7%	3.020*

* Thomas (1975)

Table 5

Frequency Count Analysis
Individuality

	Strongly Disagree	Disagree	In-Between	Agree	Strongly Agree	Mean
I like to dress differently than other people.						
Number	9	21	25	18	7	2.912
Relative Frequency	11.2	26.2	31.3	22.5	8.7%	3.157*
Expressing my individuality in clothing is important to me.						
Number	5	14	19	29	12	3.367
Relative Frequency	6.3	17.5	23.7	36.2	15.0%	3.653*
People are too concerned about their dress.						
Number	1	15	37	19	8	3.225
Relative Frequency	1.2	18.8	46.2	23.7	10.0%	3.052*

* Thomas (1975)

Thomas' (1975) data suggested the same type of responses. The slightly higher means, ranged from 3.052 to 3.653.

Conformity in Dress

Table 6 includes statements related to conformity in dress, with means ranging from 2.500 to 4.125.

There was agreement that conformity or social appropriateness in dress was important. Over 85 percent of the sample agreed that "It is important to wear clothing that is socially appropriate to the occasion" and almost 60 percent agreed "Dressing well is important to social acceptance".

In contrast 55 percent disagreed with the statement "My friends and I often dress in similar styles". The results tend to suggest that individuality can be expressed through clothing even when conforming to appropriate dress for social acceptance. Indiana women responded similarily in Thomas' (1975) study. The means ranged from 3.052 to 3.653.

Clothing Economics

Table 7 data shows a range of means from 3.737 to 4.150, representing a higher score for economics statements in comparison to other groups of statements. The results indicate the importance of the economic aspects in clothing acquisition.

Over 75 percent of the respondents agreed with the statements "Sewing at home is a good way to save money", "Keeping up with changing fashions is too expensive", and "I carefully watch how much I spend on clothes". Sixty two percent bought most of their clothes at sale prices.

Table 6

Frequency Count Analysis
Clothing Conformity

	Strongly Disagree	Disagree	In-Between	Agree	Strongly Agree	Mean
Dressing well is important to social acceptance.						
Number	2	7	24	38	.9	3.563
Relative Frequency	2.5	8.7	30.0	47.5	11.2%	
						3.424*
It is important to wear clothing that is socially appropriate to the occasion.						
Number	0	0	11	48	21	4.125
Relative Frequency	0.0	0.0	13.7	60.0	26.2	
						4.103*
My friends and I often dress in similar styles.						
Number	12	32	22	12	2	2.500
Relative Frequency	15.0	40.0	27.5	15.0	2.5%	
						2.877*

* Thomas (1975)

Table 7

Frequency Count Analysis
Clothing Economics

	Strongly Disagree	Disagree	In-Between	Agree	Strongly Agree	Mean
Sewing at home is a good way to save money.						
Number	0	6	14	22	38	4.150
Relative Frequency	0.0	7.5	17.5	27.5	47.5%	4.229*
Keeping up with changing fashions is too expensive.						
Number	2	3	13	30	32	4.087
Relative Frequency	2.5	3.7	16.2	37.5	40.0%	3.896*
I carefully watch how much I spend on clothes.						
Number	0	4	15	31	30	4.087
Relative Frequency	0.0	5.0	18.8	38.7	37.5%	4.077*
I buy most of my clothes at sale prices.						
Number	2	7	21	30	20	3.737
Relative Frequency	2.5	8.7	26.2	37.5	25.0%	3.265*

* Thomas (1975)

Thomas (1975) also found the means for the economic statements higher than for any other group of statements. The means ranged from 3.265 to 4.229. A smaller number (43 percent) of the Indiana women indicated purchasing most of their clothes on sale.

Acquisition of Clothing

Table 8 presents the response rate to statements related to clothing acquisition. The means range from 2.900 to 3.387.

Approximately one third of the sample indicated that shopping for clothes was a pleasure. A similar proportion tended to disagree. Over 50 percent purchased most of their clothes locally, rather than out-of-town.

Almost half of the respondents disagreed with the statement "I often buy new clothes at the 'spur of the moment'". Thirty six percent indicated they shopped for clothes only when they intended to buy. Responses to both statements suggest clothing purchases are often planned.

Over 40 percent of the women agreed that purchasing from a catalogue was risky. Approximately half of the respondents indicated they did not have time to sew even though many (75 percent) suggested sewing was a good way to save money.

Comparing the data from the two studies, more women in Indiana indicated they enjoyed shopping, bought clothing locally, and felt it was risky to purchase from the catalogue. Approximately the same number of women in each study suggested they did not have time to sew.

Table 8

Frequency Count Analysis
Acquisition of Clothing

	Strongly Disagree	Disagree	In-Between	Agree	Strongly Agree	Mean
To me, shopping for clothes is a pleasure.						
Number	5	20	26	25	4	3.037
Relative Frequency	6.3	25.0	32.5	31.3	5.0%	3.407*
I buy most of my clothing in local stores, rather than out-of-town stores.						
Number	4	14	21	29	12	3.387
Relative Frequency	5.0	17.5	26.2	36.2	15.0%	3.703*
I often buy new clothing at the "spur of the moment".						
Number	11	27	17	23	2	2.725
Relative Frequency	13.7	33.7	21.2	28.7	2.5%	2.648*
I shop for clothes only when I intend to buy.						
Number	6	23	21	22	8	3.037
Relative Frequency	7.5	28.7	26.1	27.5	10.0%	3.108*
Buying clothes out of catalogues without actually seeing them is too risky.						
Number	6	15	25	23	11	3.225
Relative Frequency	7.5	18.8	31.3	28.7	13.7%	3.649*
I do not have the time to sew at home.						
Number	14	16	22	20	8	2.900
Relative Frequency	17.5	20.0	27.5	25.0	10.0%	2.911*

* Thomas (1975)

Comparison Factors in Clothing Decisions

Table 9 shows the importance of comparison factors in clothing decisions. The means range from 2.600 to 3.950.

A significant proportion of the sample was in agreement that quality and comfort were more important than price and style when purchasing clothing. Over 70 percent indicated "Clothing comfort is more important than style".

Almost 50 percent of the respondents agreed that generally quality of clothing in the stores was higher in the past.

Thomas (1975) indicated similar means in the statements related to the comparative factors in clothing decisions. Means ranged from 2.875 to 3.842.

Lifestyle Activities

Table 10 summarizes participation in lifestyle activities into five categories; spectator-oriented, organization-oriented, social group-family oriented, exercise-oriented, and personal interests-oriented. The frequency of participation responses are "More Than Once a Month", "About Once a Month", and "Less Than Once a Month or Rarely".

Respondents reported the highest participation in personal interests-oriented activities. Approximately 80 percent read for pleasure as well as gardened, 65 percent baked for family and friends, and 56 percent were involved with handicrafts or hobbies.

The results indicated an interest in social group-family oriented activities. A substantial 60 percent reported interest in informal gatherings with friends and over 40 percent entertained at home more than once a month. Approximately 35 percent reported having lunches and dinners at restaurants. Only 13 percent shopped with friends.

Table 9

Frequency Count Analysis
Comparison Factors in Clothing Decisions

	Strongly Disagree	Disagree	In-Between	Agree	Strongly Agree	Mean
Clothing style is more important than price.						
Number	11	27	27	13	2	2.600
Relative Frequency	13.7	33.7	33.7	16.2	2.5%	
						2.875*
In general, the quality of clothing in the stores is lower than in the past.						
Number	3	9	30	21	17	3.500
Relative Frequency	3.7	11.2	37.5	26.2	21.2%	
						3.566*
Clothing comfort is more important than style.						
Number	0	3	18	39	20	3.950
Relative Frequency	0.0	3.7	22.5	48.7	25.0%	
						3.842*
Clothing quality is more important than price.						
Number	2	6	34	29	9	3.462
Relative Frequency	2.5	7.5	42.5	36.2	11.2%	
						3.659*
Clothing quality is more important than style.						
Number	0	8	29	34	9	3.550
Relative Frequency	0.0	10.0	36.2	42.5	11.2%	
						3.465*

* Thomas (1975)

Table 10

Lifestyle Activities

Activity	Percent of Consumers Engaging in Activity		
	More than once a month	About once a month	Less than once a month rarely or never
Spectator-Oriented			
Attend spectator sports	13.8%	11.2%	75.0%
Attend movies	7.5	8.7	83.7
Go to concerts and plays	0.0	1.2	97.5
Organization-Oriented			
Do volunteer community work	18.8	13.7	67.5
Attend business organization meetings	18.7	17.5	63.7
Attend church organization meetings	12.5	15.0	72.5
Supervise youth groups	10.0	1.2	88.7
Attend women's club meeting	6.2	28.7	65.0
Attend political organization meetings	1.2	3.7	95.0
Social Group-Family Oriented			
Join in informal gatherings with friends	60.0	23.7	16.2
Entertain in my home	42.5	33.7	23.8
Have lunch at a restaurant	37.5	23.7	38.7
Have dinner at a restaurant	35.0	30.0	35.0
Play cards with other people	20.0	7.5	72.4
Attend parties	16.2	10.0	73.8
Go shopping with friends	12.5	27.5	60.0
Exercise-Oriented			
Particpate in outdoor activities	51.2	12.5	36.3
Do exercises at home	46.3	10.0	43.8
Go bowling or curling .	23.8	1.2	74.9
Personal Interest-Oriented			
Garden (in season)	81.2	5.0	13.7
Read for pleasure	80.0	11.2	12.5
Bake for family and friends	65.0	13.7	21.2
Do handicrafts and hobbies	56.2	16.2	27.5
Sew for myself or my friends	25.0	12.5	62.5

Interest in exercise-oriented activities was relatively high. Over half the respondents participated in outdoor activities, 46 percent exercised at home, and approximately one quarter bowled or curled.

Respondents were least interested in spectator-oriented and organization-oriented activities. Nineteen percent (the highest percentage) attended business organization meetings and did volunteer community work.

A direct comparison of the results of this study to Sproles' (1977) findings was not possible as Sproles' statistics include lifestyle activities for each consumer group instead of the total group. Generally the consumer groups did indicated some similarity in interests in each of the activity oriented categories to this study. All consumer groups, for example, reported the highest participation in personal interests-oriented activities.

Consumer Information

The sources and types of information perceived by consumers as important in clothing choices varied. Generally the respondents used a variety of different types of communication and tended to seek information related to the economic factors of clothing acquisition.

A comparison to Sproles' (1977) research findings is included.

Sources of Information Used by Consumers

Sources of information used by consumers are summarized in Table II. Four categories of communication are listed; mass media, personal services, retailing sources, and consumer education.

The sources reported used most often were the mail order catalogues, shopping at local stores, observing displays, and observing what others wear. The use of mass media was low with magazine articles and ads,

Table 11-- Consumers' Use of Fashion Communications

Categories of Communication	Perceived Use of Communication		
	Seldom or Never Used	Sometimes Used	Often or Always Used
Mass Media			
Looking through women's magazines like Chatelaine or Family Circle	38.7%	35.0%	26.3%
Reading newspaper ads on fashions	31.3	46.2	22.5
Reading magazine ads on fashions	31.2	43.8	25.1
Reading newspaper articles on fashions	35.0	46.2	18.7
Reading magazine articles on fashions	32.9	39.2	27.9
Watching clothing advertisements on TV	43.7	37.5	18.8
Reading sewing columns in newspapers	48.7	25.0	26.2
Looking through fashion magazines like Vogue or Flare	67.5	17.5	15.0
Looking through fashion magazines like Glamour or Mademoiselle	82.5	10.0	7.5
Personal Sources			
Watching what other women are wearing	15.0	32.5	52.5
Talking with family members .	17.5	38.7	43.7
Talking with friends about fashions	40.0	36.2	23.8
Seeing what movie and TV celebrities wear	56.3	22.5	21.2
Retailing			
Shopping the local stores . .	3.7	32.5	63.7
Observing clothing store displays	8.8	38.7	52.5
Looking through mail order catalogues	16.2	18.8	65.0
Talking with store salespersons	42.5	37.5	20.0
Going to fashion shows	80.0	12.5	7.5
Consumer Education			
Reading home economics publications and newsletters	58.7	26.2	14.9
Attending clothing programs offered by fabric stores or companies like Singer. . . .	88.7	6.3	4.9
Attending home economics programs	83.7	11.2	5.0

Chatelaine and Family Circle Magazines, and newspaper sewing columns used most often by approximately a quarter of the consumers. Consumer education received limited response as frequently used sources of information.

Sproles' (1977) findings indicate a similar response for personal and retailing sources with the exception of looking through catalogues. A 17.3 percent difference between the two surveys indicated a greater dependence on the use of catalgues for information by consumers in the Alberta study. A higher percentage of Indiana women tended to use mass media as a source of information. The response rate for consumer education was similar in both studies.

Types of Consumer Information

Table 12 divides the types of consumer information perceived as important into four categories; styling, product features, planning and selection, and sewing at home. Generally, the respondents perceive topics related to economic factors as important.

The majority of the respondents were interested in information on product features such as care and the price of clothing. Planning and selection information related to well-made "quality" fabric, planning and coordinating a wardrobe, clothing budgets, and current sales were important to over 55 percent.

Almost half of the women indicated an interest in information on sewing, remodeling or repairing clothing items, and pattern preparation. Interest in information related to appropriateness of dress was important to 46 percent of the respondents.

Many similarities were noted when comparing the importance of different types of consumer information to Sproles' (1977) results.

Table 12

Importance of Types of Consumer Information

Type of Information	Perceived Importance of Different Types of Information		
	Seldom or Never Important	Sometimes Important	Often or Always Important
Styling			
Where to wear certain styles . . .	18.8%	35.0%	46.3%
Current fashion trends in my home town	33.7	40.0	26.2
Fashion trends in big cities like Toronto.	82.5	12.5	4.9
The very newest styles of well-known fashion designers	75.0	22.5	2.5
Product Features			
How to care for my clothes (washing, dry cleaning, spot removal, etc.)	1.2	7.5	91.2
The price of specific items . . .	3.8	17.7	78.5
Fibre content of the fabric . . .	15.0	27.5	57.5
Comparing quality of different brand names.	23.7	26.2	50.0
Planning and Selection			
Selecting a well-made "quality" fabric	6.3	16.2	77.5
How to plan and coordinate my wardrobe	10.0	28.7	61.3
How to budget my clothing purchases	21.2	23.7	54.9
Current sales in the stores . . .	10.0	30.0	60.0
Selecting accessories (belts, scarves, etc.)	30.0	36.2	43.8
Selecting children's clothing . .	32.5	18.8	48.7
Selecting men's clothing	32.5	26.2	41.3
Where to buy specific fashion brand names	53.7	23.7	22.5
Selecting clothing for the elderly	65.0	12.5	22.5
Sewing at Home			
How to sew	28.8	22.5	48.7
Pattern preparation for home sewing	36.3	16.2	47.5
Remodelling or repairing clothing items	23.7	27.5	48.7
Quick sewing techniques	26.3	36.2	37.6
How to use advanced sewing techniques	48.8	13.7	37.5
How to make patterns	68.7	11.2	20.0

Indiana women, however, expressed more interest in information related to appropriateness of dress, budgeting, specific fashion brand names, accessories, and quick sewing techniques.

Selected Criteria in Clothing Purchasing Decisions

The importance of selected criteria in clothing purchasing decisions for women's outerwear is summarized in Table 13. Three criteria categories are presented; styling, product features, and marketing/shopping factors.

The majority of the respondents indicated style suited to the figure, color of the garment, and design of fabric as important styling criteria when selecting clothing. Important product features were comfort, ease of care, quality of construction, and cost. Over 90 percent indicated these criteria were "Often or Always Important." The reputation of the store was the most important marketing criteria for over 50 percent of the respondents.

Comparing the selected criteria data to Sproles' (1977) results the major differences were noted in the importance of marketing/shopping factors. More respondents in the present study indicated the importance of the opinion of a shopping companion and less importance was placed on the reputation of the store.

Clothing Experiences

Problems with clothing purchases, interest in fashion, clothing acquisition, and sewing at home are included. Generally the respondents were interested in fashion trends, purchased the largest portion of their wardrobe, and encountered similar problems with purchases.

Table 13

Importance of Selected Criteria in Clothing Purchasing Decisions: Women's Outerwear

Criteria for Clothing Purchasing Decisions	Perceived Importance of Selected Criteria		
	Seldom or Never Important	Sometimes Important	Often or Always Important
Styling			
Style looks good on my figure . . .	0.0	2.5	97.5
Color of the garment	0.0	2.5	97.5
Pattern or design of the fabric . .	2.5	6.3	91.2
Conservative styling	5.0	25.0	70.0
The most current fashion	46.2	31.3	22.5
Product Feature			
Comfort of the garment	1.2	2.5	96.2
Quality of construction	2.5	2.5	95.0
Ease of care (washing, cleaning). .	2.5	3.7	93.8
Cost of the garment	0.0	8.7	91.3
Garment will wear for a long time .	2.5	20.0	77.5
Fibre content of the fabric	10.0	25.0	65.0
Marketing/Shopping Factors			
Reputation of the store	16.2	31.3	52.4
Opinion of my shopping companion. .	15.0	40.0	45.0
Brand name of the garment	37.5	33.7	28.7
Advice from the store's salesperson	26.3	46.2	27.5

Problems with Clothing Purchased

Table 14 summarizes problems encountered with purchased clothing in the past years. Over half of the respondents indicated problems with seams tearing apart, mistakes in construction, and poor fit.

Similarities in the percentage of consumers reporting problems were found in Sproles' (1977) study. The greatest difference (10 percent) was noted in problems encountered with cleaning instructions.

Fashion Interest of Innisfail Women

Table 15 presents the fashion interest of Innisfail district women. Forty seven percent of the women indicated an interest in fashion trends although they do not always adopt to the changes. Only 1 percent indicated an interest in keeping up with fashion.

Results are relatively consistent with findings in Sproles' (1977) study. Sproles' data also indicated 47 percent of the sample were interested in fashion trends although they did not always adopt to changes. A higher percentage of Indiana respondents, however, indicated an interest in keeping their wardrobe fashionable.

Clothing Acquisition

The acquisition of clothing items in the six months preceding the survey are listed in Table 16. The acquiring of garments by purchasing outnumbered those acquired by sewing by approximately 3 to 1. Blouses and dresses were the items most often purchased and sewn.

The items of clothing listed in the acquisition table differed from those used by Sproles (1977) to suit current fashion trends. Sproles indicated acquisition made by purchasing compared to sewing was in the ratio of 2 to 1.

Table 14

Problems with Clothing Purchased in the Past Year

Problems	Percent of Consumers Reporting Problem
Poor fit	51%
Fabric wearing out too quickly	41
Colors fade in washing	37
Cleaning instructions not easy to understand	21
Seams tear apart	74
Mistakes in construction	65
Shrinkage when washed	36
Zippers not working	42
Lower overall quality	44

Note: Respondents were allowed to check as many problems as they had experienced.

Table 15

Fashion Interest of Innisfail Women

Responses	Percent of Consumers Responding
I read the fashion news regularly and try to keep my wardrobe up to date with the fashion trends	1%
I keep up to date on all the fashion changes although I don't always attempt to dress according to these changes	47
I check to see what is currently fashionable only when I need to buy some new clothes .	14
I don't pay much attention to fashion trends unless a major change takes place	32
I am not at all interested in fashion trends	5
No response	2

Table 16

Acquisition of Clothing in the Past Six Months

Garment	% Purchasing				% Sewing			
	0	1	2	3+	0	1	2	3+*
Dress	33	40	14	14	79	8	9	5
Blouse	31	18	19	31	75	11	5	9
Skirt	69	24	4	4	80	18	1	1
Coat, Suit or Blazer	63	24	10	4	93	4	3	1
Dress Pant Suit	78	21	1	0	98	1	1	0
Casual Pant Suit or Jean	34	31	19	16	90	8	3	0
Skiwear	89	10	1	0	98	3	0	0

* NOTE: The number of clothing items purchased or sewn in the past 6 months range from 0 to 3 or more.

Further results in the present study indicated that 45 percent of the respondents had sewn clothing in the last six months. Of the sewers, 78 percent had sewn for themselves, 22 percent had sewn for their husbands, 68 percent had sewn for their children, and 27 percent reported sewing for others. Approximately half of the sewers indicated they sew up to 25 percent of their wardrobe and another third sew from 25 to 50 percent of their clothing.

Table 17 summarizes the two best reasons for sewing clothes. Seventy five percent of the sewers reported sewing was a way to save money, 44 percent sewed to get a better fit, and approximately a quarter of the women indicated sewing provided better quality clothes and was a leisure time activity.

Sproles (1977) found a slightly higher percentage of the respondents sewed. Approximately 90 percent sewed for themselves and 100 percent felt sewing was a way to save money.

Comparison of Clothing Orientations for Farm and Non-Farm Consumers

Tables 18 through 25 present the comparison tables of the farm and non-farm consumer groups in relation to clothing orientations' statements (Questionnaire - Section I). The eight categories of grouped statements are discussed separately.

No significant difference was found between the two groups with the exception of one statement concerned with the acquisition of clothing. The farm group of consumers indicated a higher degree of agreement with the statement "In general the quality of clothing available in the stores is lower than in the past".

Table 17

Reasons for Sewing Clothes

Reasons	Percent of Sewers Reporting Reason
As a way to save money	75%
To get a better fit	44
To make better quality clothes than are in the stores	25
As a leisure time activity	22
To have more clothes for myself	17
To create my own unique fashions	14

Note: Subjects were allowed to check only the two best reasons from the list of six.

Fashion Innovativeness

Table 18 contains the comparative analysis concerning fashion innovativeness.

The data for fashion innovativeness statements showed no significant difference between the farm and non-farm rural groups. Neither groups indicated a high tendency toward fashion innovativeness.

Fashion Interest

Table 19 presents the comparison data related to fashion interest.

None of the four statements for fashion interest showed a significant difference between the two groups. A larger percentage of the non-farm women indicated, however, that they were informed about current trends in clothing and fashion.

A high percentage of both groups considered it was important to be well dressed and they noticed what others wore. Neither group spent much time shopping for clothing.

Fashion Opinion Leadership

Table 20 includes the comparison data for grouped statements representing fashion opinion leadership.

No significant difference was noted between the farm and non-farm rural consumers for fashion opinion leadership. Although a higher percentage of the non-farm rural women suggested friends often request advice on what to wear.

In general, responses indicated that neither group perceived themselves as fashion opinion leaders.

Table 18

Comparison Between Farm and Non-Farm
Fashion Innovativeness

	% Response			Analysis	
	Disagree	In-Between	Agree	Mean	
I usually have one or more outfits of the very latest style.					
Farm	51.7%	31.0%	17.2%	2.517	F=0.514
Non-Farm Rural	37.2	41.2	21.6	2.686	p=0.476
I keep my wardrobe up-to-date with the current fashion.					
Farm	34.5%	48.3%	17.2%	2.793	F=1.960
Non-Farm Rural	49.0	39.2	11.8	2.490	p=0.166
I usually wear the new clothing fashions before my friends and neighbors do.					
Farm	65.5%	31.0%	3.4%	2.138	F=0.385
Non-Farm Rural	74.6	21.6	3.9	2.020	p=0.537

Table 19

Comparison Between Farm and Non-Farm
Fashion Interest

	% Responses			Analysis	
	Disagree	In-Between	Agree	Mean	
It is important to be well-dressed.					
Farm	0.0%	20.7%	79.3%	4.000	F=0.565
Non-Farm Rural	2.0	11.8	86.3	4.118	p=0.454
I am very well informed about current clothing and fashion trends.					
Farm	41.3%	51.7%	6.9%	2.621	F=3.596
Non-Farm Rural	29.4	41.2	29.4	3.020	p=0.062
I usually notice what other people wear.					
Farm	3.4%	20.7%	75.9%	4.069	F=1.299
Non-Farm Rural	7.8	21.6	70.6	3.843	p=0.258
I spend a lot of time shopping for clothing.					
Farm	75.9%	17.2%	6.8%	2.000	F=0.548
Non-Farm Rural	76.4	15.7	7.9	2.157	p=0.461

Table 20

Comparison Between Farm and Non-Farm
Opinion Leadership

	% Response			Analysis	
	Disagree	In-Between	Agree	Mean	
Friends often ask my advice on what to wear.					
Farm	41.4%	51.7%	6.8%	2.621	F=0.165
Non-Farm Rural	39.3	39.2	21.6	2.706	p=0.686
I often influence my friends' clothing choices.					
Farm	69.0%	31.0%	0.0%	2.034	F=0.014
Non-Farm Rural	72.6	17.6	9.8	2.059	p=0.907
I frequently talk with my friends about current fashion.					
Farm	51.7%	27.6%	20.7%	2.483	F=0.551
Non-Farm Rural	45.1	35.3	19.6	2.667	p=0.460

Individuality in Dress

Table 21 presents the comparison data for individuality in dress.

The analysis of the statement responses did not indicate a significant difference between the farm and non-farm rural women for individuality in dress. Both groups indicated a strong need for expressing individuality in clothing.

Approximately a third of each group agreed they like to dress differently from others. Although not statistically significant, a larger percentage of non-farm rural respondents agreed that "People are too concerned about their dress".

Conformity in Dress

Table 22 contains the comparison data for clothing conformity statements.

None of the data concerning clothing conformity showed statistically significant differences between the farm and non-farm rural women. Both groups agreed it was important to dress appropriately for social acceptance.

Clothing Economics

Table 23 presents the comparison for grouped statements related to economics of dress.

None of the four statements concerned with economics of dress were significantly different. Results indicate both groups were similar in economic orientation.

Between 72 and 80 percent of all the women agreed that sewing at home saved money, it was expensive to keep up with changing fashions, and that they watched clothing expenditures. Over 60 percent of both groups purchased most of their clothes on sale. The data suggests the entire

Table 21

Comparison Between Farm and Non-Farm Individuality

	% Response			Analysis	
	Disagree	In-Between	Agree	Mean	
I like to dress differently than other people.					
Farm	44.8%	24.1%	31.0%	2.966	F=0.098
Non-Farm Rural	33.3	35.3	31.4	2.882	p=0.756
Expressing my individuality is important to me.					
Farm	27.6%	24.1%	48.3%	3.276	F=0.294
Non-Farm Rural	22.0	24.0	54.0	3.420	p=0.589
People are too concerned about their dress.					
Farm	24.1%	55.2%	20.6%	3.000	F=2.822
Non-Farm Rural	17.7	41.2	41.2	3.353	p=0.097

Table 22

Comparison Between Farm and Non-Farm
Clothing Conformity

	% Response			Analysis	
	Disagree	In-Between	Agree	Mean	
Dressing well is important to social acceptance.					
Farm	6.9%	24.5%	58.6%	3.690	F=0.911
Non-Farm Rural	13.7	27.5	58.8	3.490	p=0.343
It is important to wear clothing that is socially appropriate to the occasion.					
Farm	0.0%	3.4%	96.5%	4.207	F=0.782
Non-Farm Rural	0.0	19.6	80.4	4.078	p=0.379
My friends and I often dress in similar styles.					
Farm	62.0%	20.7%	17.2%	2.448	F=0.119
Non-Farm Rural	51.0	31.4	17.6	2.529	p=0.731

Table 23

Comparison Between Farm and Non-Farm
Clothing Economics

	% Response			Analysis	
	Disagree	In-Between	Agree	Mean	
Sewing at home is a good way to save money.					
Farm	6.9%	20.7%	72.4%	4.138	F=0.007
Non-Farm Rural	7.8	15.7	76.5	4.157	p=0.934
Keeping up with changing fashions is too expensive.					
Farm	6.9%	20.7%	72.4%	3.931	F=1.185
Non-Farm Rural	5.9	13.7	80.4	4.176	p=0.280
I carefully watch how much I spend on clothes.					
Farm	3.4%	20.7%	75.9%	4.069	F=0.020
Non-Farm Rural	5.9	17.6	76.5	4.098	p=0.887
I buy most of my clothes at sale prices.					
Farm	13.7%	24.1%	62.1%	3.655	F=0.296
Non-Farm Rural	9.8	27.5	62.8	3.784	p=0.588

sample was concerned with economics when acquiring clothing.

Acquisition of Clothing

Table 24 includes the comparative data concerning acquisition of clothing.

No significant difference was found in the six grouped statements between the farm and non-farm rural consumers in acquisition of clothing. Approximately half of each group tended to shop locally for most of their clothes.

A higher percentage of non-farm rural women indicated shopping was a pleasure and they shop for clothes only when they plan to purchase. Approximately 50 percent of the farm women and 30 percent of the non-farm rural women disagreed with the statement "I do not have the time to sew at home", indicating more farm women sew at home.

Comparison Factors in Clothing Decision

Table 25 presents the data for comparison factors in clothing decisions.

Of the five grouped statements related to comparative factors in clothing decisions one statement was statistically significant at the .05 level. A higher percentage of the rural consumers agreed "In general, the quality of clothing in the stores is lower than in the past" ($p=0.0212$).

Both groups indicated comfort and quality were more important than style and price. Between 45 and 50 percent of the women disagreed with the statement "Clothing style is more important than price", indicating price to be more important than style.

Table 24

Comparison Between Farm and Non-Farm
Acquisition of Clothing

	% Response			Analysis	
	Disagree	In-Between	Agree	Mean	
To me, shopping for clothes is a pleasure.					
Farm	31.0%	37.9%	31.0%	2.966	F=0.228
Non-Farm Rural	31.4	29.4	39.2	3.078	p=0.634
I buy most of my clothing in local stores, rather than out-of-town stores.					
Farm	13.7%	31.0%	55.2%	3.517	F=0.634
Non-Farm Rural	27.5	23.5	49.0	3.314	p=0.428
I often buy new clothing at the "spur of the moment".					
Farm	44.8%	27.6%	27.6%	2.690	F=0.046
Non-Farm Rural	49.0	17.6	33.3	2.745	p=0.830
I shop for clothes only when I intend to buy.					
Farm	34.4%	34.5%	31.0%	3.000	F=0.049
Non-Farm Rural	37.3	21.6	41.2	3.057	p=0.825
Buying clothes out of catalogues without actually seeing them, is too risky.					
Farm	27.6%	27.6%	44.8%	3.207	F=0.011
Non-Farm Rural	25.4	33.3	41.2	3.235	p=0.915
I do not have the time to sew at home.					
Farm	51.7%	27.6	20.6%	2.552	F=3.057
Non-Farm Rural	29.4	27.5	43.1	3.098	p=0.060

Table 25

Comparison Between Farm and Non-Farm
Comparison Factors in Clothing Decisions

	% Response			Analysis	
	Disagree	In-Between	Agree	Mean	
Clothing style is more important than price.					
Farm	44.8%	37.9%	17.2%	2.586	F=0.009
Non-Farm Rural	49.0	31.4	19.6	2.608	p=0.927
In general, the quality of clothing in the stores is lower than in the past.					
Farm	3.4%	34.5%	62.1%	3.862	F=5.535
Non-Farm Rural	21.6	39.2	39.2	3.294	p=0.021*
Clothing comfort is more important than style.					
Farm	6.9%	17.2%	75.8%	3.862	F=0.555
Non-Farm Rural	2.0	25.5	72.5	4.000	p=0.459
Clothing quality is more important than price.					
Farm	13.8%	34.5%	51.7%	3.517	F=0.172
Non-Farm Rural	7.8	47.1	45.1	3.431	p=0.679
Clothing quality is more important than style.					
Farm	6.9%	37.9%	55.2%	3.552	F=0.000
Non-Farm Rural	11.8	35.3	52.9	3.549	p=0.989

* Statistically significant at the .05 level

Other Significant Relationships Between Variables

Further analysis of variables was conducted to identify any other significant relationships within the sample. Some significant differences were found between age groups, education levels, and employment groups.

A significant difference was found between age groups when testing shopping enjoyment. The older group (55 to over 65 years) indicated less pleasure was derived from shopping (.01 level) than other age groups. The younger group (18-34 years) tended to have one or more outfits of the latest style (.01 level). Respondents in the middle age group (35-54 years) were more interested with the price of specific items (.05 level) when identifying important kinds of information.

The respondents with the highest level of education (completed or some college education) indicated less time was spent on shopping (.01 level), less importance was placed on purchasing clothing that will wear for a long time (.05 level), and less emphasis was placed on seeking information from the salespersons (.05 level). The respondents with grammar school or some high school education perceived the importance of brand names as a criteria when selecting items (.05 level).

Employed respondents tended to be more informed about current trends in fashion and clothing (.01 level) and indicated the importance of expressing individuality in clothing (.05 level) than the non-employed group. The former also tended to read more magazine ads and articles on fashion.

Further analysis of the farm and non-farm rural residence indicated other significant differences. Non-farm rural women tended to shop more often with a friend (.01 level), discussed current fashion trends with friends (.05 level), and looked through more fashion magazines. The

farm respondents indicated more interest in information on pattern preparation (.05 level), making patterns (.05 level), and advanced sewing techniques (.01 level).

Acceptance-Rejection of the Hypotheses

Null Hypothesis 1

There is no significant difference between farm and non-farm rural consumers in fashion innovativeness.

Based on analysis of variance, no significant difference in fashion innovativeness was found between the farm and non-farm rural consumers tested. The null hypothesis could not be rejected.

Null Hypothesis 2

There is not significant difference between farm and non-farm rural consumers in fashion interest.

An analysis of variance did not yield a significant difference in fashion interest between the farm and non-farm rural consumers. Accordingly, the null hypothesis was not rejected.

Null Hypothesis 3

There is not significant difference between farm and non-farm rural consumers in fashion opinion leadership.

No significant difference was found in opinion leadership between the two groups, using the analysis of variance. The null hypothesis could not be rejected.

Null Hypothesis 4

There is no significant difference between farm and non-farm rural consumers in individuality in dress.

Based on analysis of variance, no significant difference in individuality was found between the farm and non-farm rural consumers

tested. The null hypothesis could, therefore not be rejected.

Null Hypothesis 5

There is no significant difference between farm and non-farm rural consumers in conformity in dress.

An analysis of variance did not show a significant difference in conformity between farm and non-farm rural consumers. The null hypothesis could not be rejected.

Null Hypothesis 6

There is no significant difference between farm and non-farm rural consumers in economics in dress.

No significant difference was evident in economics of dress between farm and non-farm consumers, using analysis of variance. The null hypothesis could not be rejected.

Null Hypothesis 7

There is no significant difference between farm and non-farm rural consumers in acquisition of clothing.

An analysis of variance did not indicate a significant difference between farm and non-farm rural consumers in acquisition of clothing. The null hypothesis was not rejected.

Null Hypothesis 8

There is no significant difference between farm and non-farm rural consumers in comparative factors in the acquisition of clothing.

A significant difference was found between farm and non-farm rural consumers in one comparative factor in the acquisition of clothing ($p=0.0212$), using analysis of variance. The null hypothesis was therefore rejected.

CHAPTER V

INTERPRETATION

Sproles' (1977) assessment of consumers' orientations toward dress provided the framework for this study. The interpretation of the findings is discussed in relation to the framework. The objectives of the study form the organizational basis of the discussion.

The first objective was to develop a descriptive profile of consumer orientations in clothing acquisition. The findings indicated the respondents were interested in fashion with only slight evidence of being fashion innovators or fashion opinion leaders. They considered it important to be well dressed and often noticed what others wore.

The consumers considered appropriate dress important for social acceptance. They also expressed a need for individuality and felt people were too concerned about dress.

A high interest in economic factors was indicated by their care in watching clothing expenditures and the purchasing of many items at sale prices. They also considered it too expensive to keep up with fashion and that sewing was a good way to save money.

Many of the respondents shopped locally, enjoyed shopping and generally shopped when they intended to buy. Catalogue buying without seeing the items was considered risky.

In clothing decisions quality and comfort was considered more important than style and price, with price more important than style. Quality of clothing today was considered lower than in the past.

In evaluating consumer orientations, the women surveyed expressed a moderate fashion and social consciousness and a high economy consciousness. This tends to support the findings by Thomas (1975) and

Sproles (1977). The greatest difference between the studies occurred in fashion innovativeness, fashion interest, and fashion opinion leadership categories and was probably due to the fashion orientations of urban participants included in the Indiana survey.

The second objective was to summarize information on lifestyle activities; sources and kinds of clothing information used; and purchasing criteria and experiences in clothing acquisition. Generally lifestyle activities were typical of a rural setting. A variety of sources and kinds of consumer information was used and consumers indicated similarities in purchasing criteria and experiences in clothing purchases.

The findings indicated a high participation in personal interests-oriented activities and a moderate interest in social group-family oriented activities. Little interest was evident in spectator and organization-oriented activities.

Respondents tended to use catalogues, local stores, and the observation of others as the most important sources of information. A higher percentage indicated the use of catalogues in the present study in comparison to Sproles' (1977) study. The difference could be attributed to the accessibility in the urban areas to a larger variety of information sources. Although many indicated it was risky to order items from the catalogue a significant number (65 percent) used catalogues as a source of consumer information.

The findings indicated use of mass media as a source of information was low and consumer education sources were used only to a limited degree. The latter tends to appeal to a specific audience. Future program planners could consider a different approach to appeal to more segments of the population.

Generally the respondents expressed an interest in obtaining a wide

range of consumer information with many topics related to the economic factors of acquisition. These findings supported the high economy consciousness orientation of the group.

The selection criteria perceived as important included suitability of style, color, and design as well as comfort, quality, ease of care, and cost. The indication that less emphasis was placed on fashion tends to support the lower fashion orientation of the respondents.

The sample indicated an interest in fashion trends although they do not always adopt to change. This tends to concur with previous statements that suggested they were moderately interested in fashion, they did not keep their wardrobe up-to-date with current fashion, and keeping up with fashion changes was expensive.

The respondents indicated purchasing three times as many clothing items as they sewed. The majority of the sewers suggested sewing was economical and provided a better fit. Thirty five percent of the total group agreed they did not have the time to sew.

The finding generally parallel the results reported by Sproles (1977). In both studies consumers utilized a variety of information sources for a range of topics. Selection criteria used and problems encountered in purchased clothing were also similar, with the majority of the respondents purchasing more items than they sew.

The third objective was to compare orientations to clothing acquisition of farm and non-farm rural consumers. No significant difference was found between the two groups with the exception of one category. Farm residents perceived the quality of purchased clothing as lower than in the past at a significant level. The need for quality work clothes for the farming population tended to be more important than for many non-farm residence.

A higher percentage of non-farm rural respondents indicated they were more informed about current fashion trends, friends often requested their advice on what to wear, and shopping for clothes was a pleasure. The findings indicate non-farm residents were more fashion orientated but not at a significant level.

The fourth objective was to investigate other relationships among the variables studied. Some significant differences were noted between age groups, educational levels, and employment of the respondents.

The younger age group tended to acquire more of the latest fashions. Respondents with the highest education level spent less time shopping, placed less importance on long wear characteristics of clothing, and were less dependent on information from salespersons than other education groups. Individuals with grammar school or some high school education considered brand names as an important criteria when selecting clothing. Employed respondents placed greater emphasis on individuality in clothing and were more informed about current fashions than non-employed respondents.

Many similarities were found in the present study with the Thomas (1975) and Sproles (1977) studies. The corresponding results suggest consumer orientations in clothing acquisition tends to be similar and thus partially predictable when looking at different segments of the population.

CHAPTER VI

SUMMARY AND RECOMMENDATIONS

The purpose of this research was to obtain information concerning consumer behavior in relationship to clothing acquisition. Results of the study will be used in conjunction with other related research, information, and identified trends for the planning and development of future clothing and textiles programs for Alberta Agriculture.

A replication of a descriptive mail survey, conducted in Indiana, related to clothing attitudes, interests, and priorities was undertaken. The study was based on Sproles' (1977) work on evaluation of consumers' orientation toward dress in relation to three fundamental cognitive factors: consumers' orientation toward being in fashion; consumers' orientation toward social appropriateness or conformity to social norms in dress; consumers' orientation toward economy in dress.

The random sample used in the study consisted of 80 women ranging in age from 18 to over 65, representing farm, part-time farm, rural non-farm, and town residents. The questionnaire was mailed to 210 households in the Innisfail district with a 44 percent adjusted response rate.

The findings indicated the total group of respondents were concerned with the economic aspects in clothing acquisition. Generally the women were not fashion opinion leaders or fashion innovators but did express interest in knowing current fashion trends. They felt clothing was important for social acceptance.

Lifestyle activities of the sample centred around personal interests and social oriented activities. Sources of clothing information varied with retail communications perceived as the most often utilized. Respondents were interested in a variety of consumer information topics

with many related to the economic factors of clothing consumption. Clothing was most often acquired by purchasing. Approximately half of the sample had sewn in the last 6 months and 75 percent of the total sample indicated sewing was a way to save money. Many expressed insufficient time as a reason for not sewing.

A comparison of farm and non-farm rural consumers indicated clothing orientations were similar with a difference related to comparative factors only in clothing decisions. The results suggest place of residence has little influence on rural consumers' behavior.

Consumer orientations in clothing acquisition in the present study were found to be similar to those expressed in the Indiana study. A slightly higher response rate was acquired in the latter to statements related to fashion innovativeness, fashion interest, and fashion opinion leadership. These results may be attributed to the fashion orientations of urban consumers included in the Indiana survey. Generally the total findings of both studies tend to support research which suggests rural and urban attitudes and values in clothing acquisition are more similar than in the past.

Recommendations

On the basis of this study, a number of recommendations for further research were formulated:

1. This study was confined to a rural group in central Alberta. It would be of value to conduct a similar study throughout the province and include urban consumers in the sample.
2. A larger sample of consumers would allow a multivariate analysis for a comprehensive profile of Alberta consumers.

3. Further research on orientation statements based on factor analysis is recommended.
4. All subjects participating in the study were women. A similar study could be conducted with a male sample.

BIBLIOGRAPHY

Allport, G.W., Vernon, P.E., & Lindzey, G.A. Study of values. Boston: Houghton Mifflin Company, 1960.

Andrews, M. Extension family living survey: statewide input for program planning. Unpublished survey, Michigan State University's Cooperative Extension Service, 1980.

Apps, J.W. Six influences on adult education in the 1980's. Lifelong Learning: The Adult Years, 1980, 3 (10), pp. 4-7, 30.

Bachynski, G., & Blackwell, L. Determination of the relative utility received from women's clothing. Unpublished study, University of Alberta, 1976.

Berry, L.L. The time-buying consumer. Journal of Retailing, 1979, 55 (4), pp. 58-69.

Brandi, B.D. Survey of clothing preferences of professional women. Unpublished report, University of Arizona, 1980.

Britt, S.H. Psychological experiments in consumer behavior (Ed.). New York: John Wiley & Sons, Inc., 1970.

Bubolz, M.M. Assisting families adapt to change: challenges facing educators. Paper presented at Update '81, Home Economics Branch, Alberta Agriculture, 1981.

Burton, J.R., & Hennon, C.B. Consumer education for the elderly. Journal of Home Economics, 1981, 73 (2), pp. 24-28.

Cheap thrills -- resale clothing delights. What's New in Home Economics, 1982, 15 (6), p. 5.

Cocivira, M. Preparing for tomorrow's consumer. FACS Sheet, University of Guelph, 1981.

Consumers say they sew for pleasure. Homesewing Trade News, 1981, 22 (5), pp. 1, 14-15.

Courtless, J.C. Clothing and textiles: supplies, prices, and outlook for 1982. Paper presented at 1982 Agricultural Outlook Conference, USDA, Washington, D.C., 1981.

Creekmore, A.M. Clothing behavior and their relation to general values and to the striving for basic needs. Unpublished doctoral dissertation, Pennsylvania State University, 1963.

Davies, L.J. Adult education forum. Adult Education, A Journal of Research and Theory, 1981, 31 (4), pp. 227-233.

Dickerson, K.G., & Barry, M. Family clothing: the economics of international trade. Journal of Home Economics, 1980, 72 (4), pp. 35-39.

Direct mail shopping. Consumers' Research Magazine, 1981, 64 (6), pp. 17-18.

Eggertson, B. Clothing and textiles: requests for information. Unpublished report, Home Economics Branch, Alberta Agriculture, 1982.

Engel, J.F., Kollat, D.T., & Blackwell, R.D. Consumer behavior. (3rd ed.). New York: Holt, Rinehart and Winston Inc., 1978.

Fishbein, M. The search for attitudinal-behavioral consistency. In H.H. Kassarjian & T.S. Robertson (Eds.). Consumer behavior. Illinois: Scott, Foresman, and Company, 1973, pp. 210-220.

Flugel, J.C. The psychology of clothes. London: The Hogarth Press, Ltd., 1930.

Forest, J.L. The degree of association between general and clothing value systems and its relationship to behavioral aspects of consumers. Unpublished thesis, University of Alberta, 1976.

Garel, A. International trade agreements. Paper presented at 1982 Agricultural Outlook Conference, USDA, Washington, D.C., 1981.

Home economics programs: plan of work. Unpublished report, Cooperative Extension Service, Iowa State University, 1981.

Horn, M.J. The second skin (2nd ed.). Boston: Houghton Mifflin Co., 1975.

Jarnow, J.A., & Judelle, B. Inside the fashion business (2nd ed.). New York: John Wiley and Sons, Inc., 1974.

Kassarjian, H.H., & Robertson, T.S. Perspective in consumer behavior (revised). Illinois: Scott, Foresman, and Company, 1973.

Katz, E., & Lazarsfeld, P. Personal influence. New York: Free Press of Glencoe, Inc., 1955.

Kefgen, M., & Touchie-Specht, P. Individuality in clothing selection and personal appearance (2nd ed.). New York: Macmillan Publishing Co., Inc., 1976.

Kerby, J.K. Consumer behavior. New York: Dun-Donnelley Publishing Corporation, 1975.

Kernaleguen, A.P. Inferred values of clothing inventory. Unpublished instrument and manual, University of Alberta, 1971.

Kernaleguen, A.P. Future directions for clothing and textiles. Canadian Home Economics Journal, 1977, 27 (1), pp. 9-16.

Koester, A.D. Specialist synopsis: clothing and textiles. Internal working paper, Oregon Extension, 1980.

Kohlmann, E.L. Personal values: what are they? Journal of Home Economics, 1962, 54 (10), pp. 819-822.

König, R. The restless image (F. Bradley Trans.). London: George Allen and Unwin Ltd., 1973.

Kotler, P. Marketing for nonprofit organizations. New Jersey: Prentice Hall, Inc., 1975.

Lapitsky, M. Clothing values and their relation to general values and to social security and insecurity. Unpublished doctoral dissertation, Pennsylvania State University, 1961.

Line for line. Retail Week, 1980, 15 (6), pp. 27-29.

Margerum, B.J. The clothing scene -- a teaching guide. Journal of Home Economics, 1981, 73 (1), pp. 45-46.

Markin, Jr., R.J. Consumer behavior. New York: Macmillan Publishing Co., Inc., 1974.

Massey, F.W. The clothing needs of women over sixty-five years of age. Unpublished thesis, The University of North Carolina, 1964.

Major planned programs, projects, and activities by specialist areas and regions. Unpublished report, Home Economics Branch, Alberta Agriculture, 1982.

McFatter, B.L. Factors associated with clothing habits and attitudes among older persons. Unpublished thesis, Louisiana State University, 1971.

McNeil, M., and Funk, P. Situation statement, Innisfail district extension office. Unpublished report, Alberta Agriculture, 1981.

Molloy, J.T. The women's dress for success book. New York: Warner Communications Company, 1977.

Monette, M.L. Need assessment: a critique of philosphical assumptions, Adult Education, 1979, 29 (2), pp. 83-95.

Monsma, C., & Bannister, R. Effective consumer education programs. Consumer Education Development Program, a National Study, Michigan Consumer Education Centre, Michigan, 1979.

Morney, J. Lifestyle -- the way of the 80's. Marketing, 1981, September 14, pp. 25, 28, 30.

Myers, S. Emphasis. An internal working paper for the Home Economics Branch, Alberta Agriculture, 1979.

Paolucci, B. Energy decisions and quality living. Journal of Home Economics, 1978, 70 (15), pp. 22-23.

Pinckney, G., & Sweason, M. Your new image. Newport Beach: Crown Summit, 1981.

Ramirez, C. Knowledge and use of design brand names in apparel selection. Unpublished thesis, Texas Women's University, 1978.

Rich, S.W., & Jain, S.C. Social class and lifecycle as predictors of shopping behavior. Journal of Marketing Research, 1968, 5, pp. 41-49.

Riesman, D. The lonely crowd. New Haven: Yale University Press, 1950.

Roach, M.J., & Eicher, J.B. Dress, adornment and the social order. New York: John Wiley & Sons, Inc., 1965.

Roach, M.J., & Eicher, J.B. The visible self: perspective on dress. New Jersey: Prentice Hall, Inc., 1973.

Rokeach, M. Beliefs, attitudes, and values. California: Jossey-Bass, Inc., 1968.

Rosencranz, M.L. A study of women's interest in clothing. Journal of Home Economics, 1949, 41 (8), pp. 460-462.

Ryan, M.S. Clothing: A study in human behavior. New York: Holt, Rinehart and Winston, Inc., 1966.

Saltman, N.C., Daily, P.A., & Rushman, G.A. Clothing care labelling. Journal of Home Economics, 1978, 71 (1), pp. 42-44.

Scotney, D. Handbook on teaching adults. Master's thesis, University of Alberta, 1978.

Shipp, T. The marketing of adult education. Lifelong Learning: The Adult Years, 1981, IV (7), pp. 8-9.

Simmil, G. "Fashion". American Journal of Sociology, 1957, 62, p. 546.

Sproles, G.B. Clothing orientation of adult women in Indiana. Research Bulletin, Purdue University, No. 944, 1977.

Sproles, G.B. Fashion, consumer behavior toward dress. Minnesota: Burgess Publishing Company, 1979.

Stampfl, R.W. Family research: consumer education needs in the family lifecycle. Journal of Home Economics, 1979, 71 (1), pp. 25-27.

Statistics Canada, Labour Force 71001, January, 1982.

Stretching today's fashion dollar. Consumers' Research Magazine, 1981, 64 (10), pp. 14-17.

Theberge, L., & Witter, B. Clothing values scale. Unpublished instrument and manual, University of Alberta, 1975.

Thomas, C.J. Clothing attitudes and values of Indiana homemakers. Unpublished thesis, Purdue University, 1975.

Troxell, M.D., & Judell, B. Fashion merchandising. New York: McGraw Hill Book Co., 1971.

Troxell, M.D. Fashion merchandising. New York: McGraw Hill Book Co., 1976.

Wallach, J. Working wardrobe. Washington: Acropolis Books Ltd., 1981.

Williams, M.C. Needs assessment: clothing and textiles. Unpublished report, University of California Cooperative Extension, 1977.

APPENDIX

August 21, 1981

The Clothing & Textiles Specialists are in the process of assessing needs of rural women in Alberta. Input is required from clients.

A questionnaire has been developed to assess individual attitudes and interests in clothing selection. A survey of rural women will provide information for future program planning.

The questionnaire is enclosed for your review. If you are interested in taking part in the survey we would appreciate your response.

The questionnaire should take 20 to 30 minutes of your time. If possible, please return the information in the stamped envelope before September 10, 1981 to Marilyn McNeil, your District Home Economist in Innisfail.

The survey is being conducted in the Elnora, Innisfail and Spruce View districts. Your name was randomly selected from the telephone directory. All returns will be anonymous. Please do not include your name.

If you have any questions feel free to phone (toll free) to me at 436-9380 in Edmonton or to Marilyn at 227-6565 (Innisfail). For a toll free call from Elnora dial "0" ask for Zenith 22333, from Innisfail and Spruce View dial the Red Deer RITE number 343-5111.

If the survey is not applicable to a member of your household please indicate the reason and return the incomplete questionnaire.

Your assistance in providing information for this project is appreciated.

Yours truly,

Bertha Eggertson
Provincial Clothing & Textiles Specialist

BE:mm

September 10, 1981

Last month you were asked to participate in a survey on Consumer Interests and Priorities in Clothing Selection.

If you have returned the questionnaire, thank you for your cooperation and assistance in providing useful information for future program planning.

If you have not returned the questionnaire, I would appreciate your response before the end of September. Contact Marilyn McNeil (227-6565 Innisfail) or me (436-9380 Edmonton) if you have misplaced the survey and require a replacement. For a toll free call from Elnora dial "0" and ask for Zenith 22333, from Innisfail and Spruce View dial the Red Deer RITE number 343-5111.

Thank you for your assistance.

Yours sincerely,

Bertha Eggertson
Provincial Clothing & Textiles Specialist

BE:mm

CONSUMER INTERESTS AND PRIORITIES IN CLOTHING SELECTION

GENERAL INFORMATION. Please read the directions for each section carefully. Questions are written so you may simply circle or check your answers. There are no "right or wrong" answers. It is your opinions that are most important.

SECTION I - GENERAL CLOTHING INTERESTS. This section contains statements on clothing interests which some women have. For each statement, please indicate how much you disagree or agree with the statement as a description of you --

1 You strongly disagree with the statement
2 You moderately disagree with the statement
3 You are in-between, or you equally disagree and agree
4 You moderately agree with the statement
5 You strongly agree with the statement

READ EACH STATEMENT, AND CIRCLE THE ONE NUMBER THAT BEST DESCRIBES YOUR FEELINGS. (Please be sure to answer every question.)

STATEMENTS	STRONGLY DISAGREE	DISAGREE	IN-BETWEEN	AGREE	STRONGLY AGREE
It is important to be well-dressed	1	2	3	4	5
To me, shopping for clothes is a pleasure	1	2	3	4	5
Friends often ask my advice on what to wear	1	2	3	4	5
Clothing style is more important than price	1	2	3	4	5
Sewing at home is a good way to save money	1	2	3	4	5
I like to dress differently than other people ...	1	2	3	4	5
Keeping up with changing fashions is too expensive	1	2	3	4	5
I usually have one or more outfits that are of the very latest style	1	2	3	4	5
I am very well informed about current clothing and fashion trends	1	2	3	4	5
Expressing my individuality in clothing is important to me	1	2	3	4	5
I keep my wardrobe up-to-date with the current fashions	1	2	3	4	5

GENERAL CLOTHING INTERESTS (cont'd)

	STRONGLY DISAGREE	DISAGREE	IN-BETWEEN	AGREE	STRONGLY AGREE
Dressing well is important to social acceptance ..	1	2	3	4	5
It is important to wear clothing that is socially appropriate to the occasion	1	2	3	4	5
I buy most of my clothing in local stores, rather than out-of-town stores	1	2	3	4	5
In general, the quality of clothing available in the stores is lower than in the past	1	2	3	4	5
I carefully watch how much I spend on clothes	1	2	3	4	5
Clothing comfort is more important than style	1	2	3	4	5
I usually notice what other people wear	1	2	3	4	5
I usually wear the new clothing fashions before my friends and neighbors do	1	2	3	4	5
Clothing quality is more important than price	1	2	3	4	5
I often buy new clothing at the "spur of the moment"	1	2	3	4	5
I buy most of my clothes at "sale" prices	1	2	3	4	5
People are too concerned about their dress	1	2	3	4	5
I shop for clothing only when I intend to buy	1	2	3	4	5
I spend a lot of time shopping for clothing	1	2	3	4	5
My friends and I often dress in similar styles ...	1	2	3	4	5
I often influence my friends' clothing choices ...	1	2	3	4	5
I do not have the time to sew at home	1	2	3	4	5
Buying clothes out of catalogues, without actually seeing them is too risky	1	2	3	4	5
I frequently talk with my friends about current fashions	1	2	3	4	5
Clothing quality is more important than style	1	2	3	4	5

SECTION II - YOUR ACTIVITIES. How frequently do you participate in the following activities? Circle the number in the column best representing how often you participate. For example, if you participate at least weekly, circle the number 1. If you participate about 2 or 3 times a month, circle the number 2, and so on.

ACTIVITIES	AT LEAST ONCE A WEEK	2 OR 3 TIMES A MONTH	ABOUT ONCE A MONTH	LESS THAN ONCE A MONTH	RARELY OR NEVER
Attend movies	1	2	3	4	5
Have dinner at a restaurant	1	2	3	4	5
Go to concerts or plays	1	2	3	4	5
Play cards with other people	1	2	3	4	5
Go curling or bowling	1	2	3	4	5
Attend business organization meetings	1	2	3	4	5
Read for pleasure	1	2	3	4	5
Join in informal gatherings with friends	1	2	3	4	5
Attend political organization meetings	1	2	3	4	5
Attend women's club meetings	1	2	3	4	5
Participate in outdoor activities	1	2	3	4	5
Attend church organization meetings	1	2	3	4	5
Attend spectator sports	1	2	3	4	5
Have lunch at a restaurant	1	2	3	4	5
Garden (in season)	1	2	3	4	5
Do handicrafts or hobbies	1	2	3	4	5
Sew for myself or my family	1	2	3	4	5
Supervise youth groups	1	2	3	4	5
Do volunteer community work	1	2	3	4	5
Go shopping with friends	1	2	3	4	5
Bake for family and friends	1	2	3	4	5
Do exercises at home	1	2	3	4	5
Entertain in my home	1	2	3	4	5
Attend parties	1	2	3	4	5

SECTION III - SOURCES OF CLOTHING INFORMATION - In keeping informed about current clothing and fashion interests, some sources of information are nearly always used by people, while other sources may never be used at all. What sources of information do you use in keeping up with your clothing and fashion interests? Circle the number in the column best representing how much you use each source of information.

SOURCES	NEVER USED	SELDOM USED	SOMETIMES USED	OFTEN USED	ALWAYS USED
Reading magazine ads on fashions	1	2	3	4	5
Reading newspaper ads on fashions	1	2	3	4	5
Reading newspaper articles on fashions	1	2	3	4	5
Reading magazine articles on fashions	1	2	3	4	5
Shopping the local stores	1	2	3	4	5
Watching what other women are wearing	1	2	3	4	5
Going to fashion shows	1	2	3	4	5
Reading home economics publications and newsletters	1	2	3	4	5
Attending home economics programs	1	2	3	4	5
Attending clothing programs offered by fabric stores or companies like Singer	1	2	3	4	5
Talking with friends about current fashions	1	2	3	4	5
Talking with store salespersons	1	2	3	4	5
Looking through mail order catalogues	1	2	3	4	5
Talking with family members	1	2	3	4	5
Seeing what movie and TV celebrities wear	1	2	3	4	5
Observing clothing store displays	1	2	3	4	5
Reading sewing columns in newspapers	1	2	3	4	5
Watching clothing advertisements on TV	1	2	3	4	5
Looking through fashion magazines like Vogue or Flare	1	2	3	4	5
Looking through fashion magazines like Glamor or Mademoiselle	1	2	3	4	5
Looking through women's magazines like Chatelaine or Family Circle	1	2	3	4	5

SECTION IV - KINDS OF CLOTHING INFORMATION. What kinds of information about clothing are important to you? Circle the number in the column best representing how important each is to you. If any kind of information does not apply to you, circle the "Never Important" column.

INFORMATION CONCERNING:	NEVER IMPORTANT	SELDOM IMPORTANT	SOMETIMES IMPORTANT	OFTEN IMPORTANT	ALWAYS IMPORTANT
How to care for my clothing (washing, dry cleaning, spot removal, etc.)	1	2	3	4	5
The very newest styles of well-known fashion designers	1	2	3	4	5
Selecting men's clothing	1	2	3	4	5
The price of specific items	1	2	3	4	5
Selecting a well-made "quality" fabric	1	2	3	4	5
Pattern preparation for home sewing	1	2	3	4	5
Where to buy specific fashion brand names	1	2	3	4	5
Current sales in the stores	1	2	3	4	5
How to use advanced sewing techniques	1	2	3	4	5
Selecting clothing for the elderly	1	2	3	4	5
Fibre content of the fabric	1	2	3	4	5
Remodeling or repairing clothing items	1	2	3	4	5
Selecting accessories (belts, scarves, etc.) ...	1	2	3	4	5
Quick sewing techniques	1	2	3	4	5
Where to wear certain styles	1	2	3	4	5
How to make patterns	1	2	3	4	5
Selecting children's clothing	1	2	3	4	5
Fashion trends in big cities like Toronto	1	2	3	4	5
How to budget my clothing purchases	1	2	3	4	5
Current fashion trends in my home town	1	2	3	4	5
How to plan and coordinate my wardrobe	1	2	3	4	5
How to sew	1	2	3	4	5
Comparing quality of different brand names	1	2	3	4	5

SECTION V - PURCHASING A CLOTHING ITEM. When you are making a decision to purchase an item, such as a dress or a suit, how important are each of the following factors? Circle the number in the column best representing how important each of these factors is to you.

	NEVER IMPORTANT	SELDOM IMPORTANT	SOMETIMES IMPORTANT	OFTEN IMPORTANT	ALWAYS IMPORTANT
Color of the garment	1	2	3	4	5
Cost of the garment	1	2	3	4	5
Conservative styling	1	2	3	4	5
Style looks good on my figure	1	2	3	4	5
Brand name of the garment	1	2	3	4	5
Reputation of the store	1	2	3	4	5
Choosing the most current fashion	1	2	3	4	5
Fibre content of the fabric	1	2	3	4	5
Pattern or design of the fabric	1	2	3	4	5
Choosing garments that wear for a long time	1	2	3	4	5
Advice from the store's salesperson	1	2	3	4	5
Ease of care (washing, cleaning)	1	2	3	4	5
Quality of construction	1	2	3	4	5
Comfort of the garment	1	2	3	4	5
Opinion of my shopping companion	1	2	3	4	5

SECTION VI - CLOTHING EXPERIENCES. For each question, please check or write in the answer that applies to you.

1. In the past year, have you had any of these problems with clothing quality? Check as many problems as you have actually experienced with clothing purchases for yourself.

   Poor fit of store-purchased clothes ..... ___
   Fabric wearing out too quickly ..... ___
   Colors fade in washing ..... ___
   Cleaning instructions are not easy to understand ..... ___
   Seams tear apart ..... ___
   Mistakes in construction (uneven hem, seams pucker, etc.) ... ___
   Shrinkage of clothing when washed or cleaned ..... ___
   Zippers that do not work properly ..... ___
   Lower overall quality ..... ___

CLOTHING EXPERIENCES (cont'd)

2. Which ONE of these statements best describes your reactions to changing fashions in women's clothes? Even though there may not be a statement listed which exactly describes how you feel, make the best choice you can from the answers listed. CHECK ONE ANSWER ONLY.

I read the fashion news regularly and try to keep my wardrobe up-to-date with the fashion trends ..... ____

I keep up-to-date on all the fashion changes although I don't always attempt to dress according to these changes .... ____

I check to see what is currently fashionable only when I need to buy some new clothes ..... ____

I don't pay much attention to fashion trends unless a major change takes place ..... ____

I am not at all interested in fashion trends ..... ____

3. In the past six months, have you sewn any clothing items at home, either for yourself or some other person? IF NO, SKIP TO QUESTION 4.

Yes ____ No ____

3a. If YES, about how many clothing items for each of the following people? Write in your best estimate in the blanks.

YOURSELF ____
HUSBAND ____
CHILDREN ____
OTHER PEOPLE ____

3b. In your opinion, what are the best reasons for sewing clothes at home? Check only TWO reasons in the following list.

To get a better fit ..... ____
To make better quality clothes than are in the stores .. ____
To have more clothes for myself ..... ____
As a leisure time activity ..... ____
As a way to save money ..... ____
To create my own unique fashions ..... ____

3c. Estimate the percentage of your wardrobe that you sew. Check the appropriate percentage:

1% - 25% ____
26% - 50% ____
51% - 75% ____
76% - 100% ____

CLOTHING EXPERIENCES (cont'd)

4. In the past six months, have you acquired any of the following clothing items for yourself? In column (1), write in your best estimate of the number of items which you purchased from a store or catalogue. In column (2), write in your best estimate of the number of items you made by home sewing.

	(1) PURCHASED	(2) SEWN AT HOME
Dress	_____	_____
Blouse	_____	_____
Skirt	_____	_____
Coat, Suit, or Blazer	_____	_____
Dressy Pantsuit	_____	_____
Casual Everyday Pantsuit or Jeans	_____	_____
Skiwear	_____	_____

SECTION VII - YOUR FAMILY SITUATION. For each question, please check or write in the answer that applies to you.

1. Indicate the location of your residence.

farm - full-time farmer ____
- part-time farmer ____

non-farm - rural ____

town ____

2. What is your marital status? (if widowed or divorced, check single.)

married ____
single ____

3. How many of your children live at home with you?

Number under 18 years old ____
Number over 18 years old ____

Indicate if there are others besides your immediate family who live with you.

Yes ____ No ____

YOUR FAMILY SITUATION (cont'd)

4. In which of these age groups are you?

18 - 24	____
25 - 34	____
35 - 44	____
45 - 54	____
55 - 64	____
65 & up	____

5. What is the highest level of schooling that you have completed?

Grammar School	____
1 - 3 years High School	____
Completed High School	____
1 - 3 years College	____
4 or more years of College	____

6. Are you currently employed outside the home?

Yes ____ No ____

6a. If you are employed, what is your occupation? _____.

6b. About how many hours a week do you work? Number _____.

Please be sure you completed all questions on each page.

Please return questionnaire in the enclosed postage-paid envelope.

THANK YOU FOR YOUR PARTICIPATION!